

Franklin Bi-Centennial Number January 20, 1923

The American Printer

THE BUSINESS PAPER *of* THE AMERICAN PRINTING INDUSTRY



Franklin's

Arms

WITH THE AMERICAN PRINTER HAVE BEEN CONSOLIDATED
THE PRINTING TRADE NEWS THE MASTER PRINTER THE INTERNATIONAL
PRINTER THE WESTERN PRINTER AND THE CHICAGO PRINTER

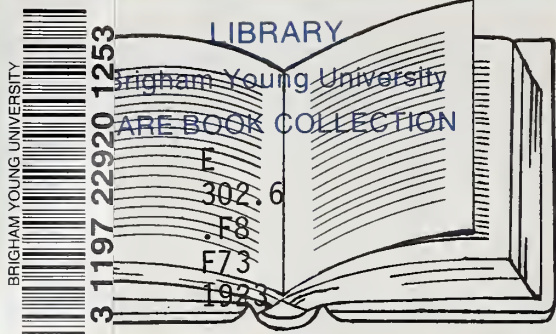
TWICE A MONTH

37th Year Volume 76 Number 2 Regular Edition \$4 a Year 20c a copy

This issue ONE DOLLAR a copy

OSWALD PUBLISHING COMPANY 239 WEST 39TH ST NEW YORK

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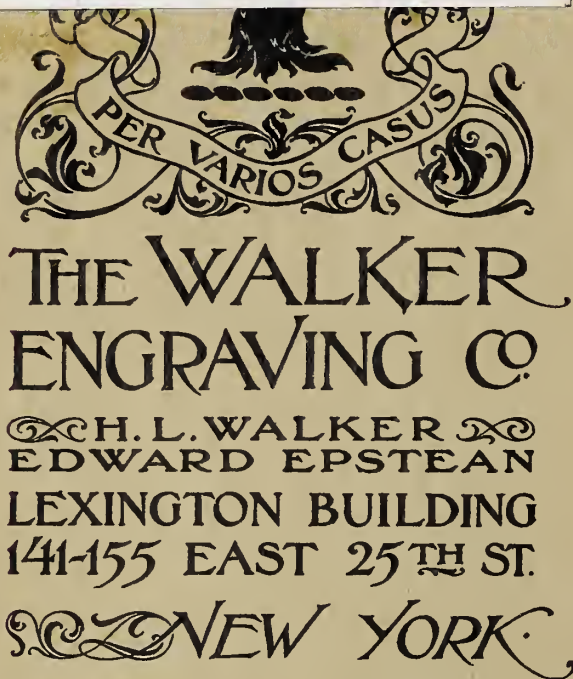
PROOFS PLATES and the PRINTER

Our PROOFS are printed with the best of inks on a hand press.

Our PLATES are not made for proofs only.

The PRINTER must be satisfied before our moral responsibility ends.

Our Work Day is 24 Hours Long



"Your Story in Picture Leaves Nothing Untold"



THE AULT & WIBORG CO.

of NEW YORK

Printing Crafts Building
461 Eighth Avenue
New York

Telephone, Longacre 4001

PRINTING AND LITHOGRAPHIC
Quality INKS





Systems Bond

Why do some printers use Systems Bond for engraved letterheads? Because of its quality. Why do others use it for office forms? Because of its price

Systems Bond Distributors

ALBANY—W. H. Smith Paper Corporation
ATLANTA—Sloan Paper Company
BALTIMORE—Dobler & Mudge
BOSTON—Carter, Rice & Co., Corp.
The A. Storrs & Bement Company
BUFFALO—The Disher Paper Company
BUTTE, MONT.—Minneapolis Paper Company
CHICAGO—La Salle Paper Company
The Paper Mills Company
CINCINNATI—The Chatfield & Woods Company
CLEVELAND—Millcraft Paper Company
DES MOINES—Pratt Paper Company
DETROIT—The Union Paper & Twine Company
DULUTH, MINN.—Minneapolis Paper Company
HARRISBURG—Johnston Paper Company
KANSAS CITY—Birmingham, Little & Prosser
LOS ANGELES—Blake, Moffitt & Towne
LOUISVILLE—The Rowland Company
MILWAUKEE—E. A. Bouer Company
MINNEAPOLIS—Minneapolis Paper Company
NASHVILLE—Clements Paper Company
NEWARK—J. E. Linde Paper Company

NEW HAVEN—The A. Storrs & Bement Company
NEW YORK—J. E. Linde Paper Company
Miller & Wright Paper Company
OMAHA—Carpenter Paper Company
PHILADELPHIA—A. Hartung & Company
Riegel & Company, Inc.
PITTSBURGH—General Paper & Cordage Company
PORTLAND, ME.—C. H. Robinson Company
PORTLAND, ORE.—Blake, McFall Company
QUINCY, ILLINOIS—Irwin Paper Company
RICHMOND—Virginia Paper Company
ROCHESTER—Geo. E. Doyle Paper Company
SALT LAKE CITY—Carpenter Paper Co. of Utah
SAN FRANCISCO—Blake, Moffitt & Towne
SEATTLE—American Paper Company
SPOKANE—Spokane Paper & Stationery Company
SPRINGFIELD, MASS.—The Paper House of N. E.
ST. LOUIS—Beacon Paper Company
ST. PAUL—E. J. Stilwell Paper Company
TACOMA—Tacoma Paper & Stationery Company
WASHINGTON—Virginia Paper Company
WINNIPEG, CANADA—The Barkwell Paper Company

EXPORT—A. M. Capen's Sons, Inc., 60 Pearl St., New York
W. C. Powers Company, Ltd., Blackfriars' House, London, E. C., England
J. P. Heilbronn, Manila, P. I.
ENVELOPES—United States Envelope Company, Springfield, Mass.
TABLETS AND TYPEWRITER PAPER—J. C. Blair Co., Huntingdon, Pa.

EASTERN MANUFACTURING COMPANY
501 FIFTH AVENUE · NEW YORK

Genuine co-operation with
printer customers has always
been the basis of our service

Careful attention to details
influencing results in the press
room has a large place in this plan

THE BUCHER ENGRAVING CO.
COLUMBUS, OHIO

ENGRAVERS
ARTISTS

STERLING ENGRAVING CO. *New York*



Not Merely a Phrase
—but the Sign of a Service

Process Color—Line—Ben Day—Black & White
CALL A STERLING REPRESENTATIVE

200 William Street
Phone: Beekman 2900

TWIN PLANTS

10th Ave. at 36th Street
Phone: Longacre 820



Metropolitan Building, the Home of Zeese Wilkinson Company

COLOR PLATE MAKING AND COLOR PRINTING

in two or more colors is the specialty of the Zeese Wilkinson Company. Complete production from making plates to the shipment of the finished job is what we do in our big plant in Long Island City. Give your color plate and color printing jobs to us and we will guarantee you satisfactory results.

Put your color problems up to us



ZEESE WILKINSON COMPANY

Incorporated

Metropolitan Building, Long Island City

New York



The Ludlow of Today

Helps Your Salesman

YOUR salesman sallies forth each day in fair or foul weather, to satisfy old customers and win new ones. He ventures into strange doors, uses strategy to get a hearing—and meets some rebuffs. Yet he tirelessly works to keep a full hook for the compositors and feed the hungry presses.

Must Get Orders---And Insure Profits

Big jobs of composition often stagger the salesman and compel him to withdraw from competition on work his shop cannot do! Yet these are “non-competitive” jobs and carry attractive profits. The Ludlow furnishes unlimited new type in every font.

Close figures on regular jobs are necessary to get the orders, and to guard against loss. Composition from the cases is uncertain as to cost. Ludlow composition goes up as planned, the first time. There are no delays from running out of sorts, picking old forms or from pried lines.

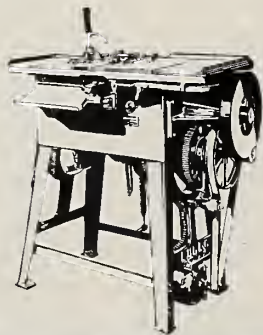
Avoid losses from figuring too low. Ludlow composition

comes out according to estimate every time. There are no hang-overs—no distribution of forms after the job is billed.

Promises of quick delivery are possible with the Ludlow. Some of the quickest big deliveries on record were Ludlow-set. You may set once and print 8 on or 32 on, instantly without plates. This is accomplished by recasting each line for multiples to fill your press.

Profitable scoops are frequent by salesmen for Ludlow-equipped shops. The recasting principle saves cost of plates, as well as time to get them. And used forms may be stored the year around—which makes the reprint highly profitable.

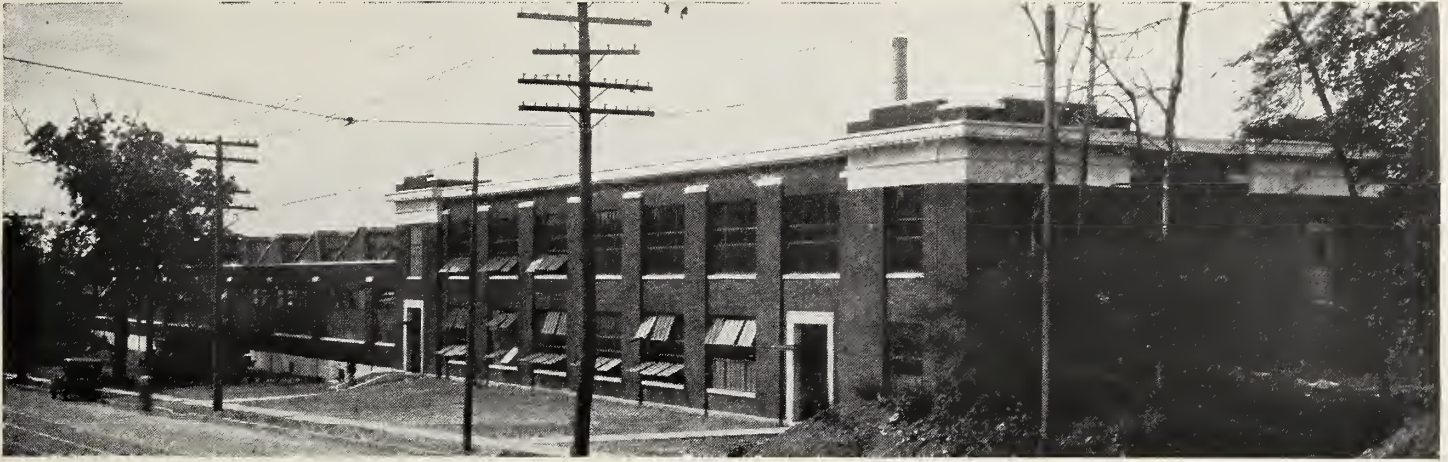
Ask us, on your letterhead,
for descriptive literature



Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Ill.

Eastern Office: World Building, New York City



New Branch Plant of the American Book Company, Bloomfield, N. J., designed, built and equipped by The Austin Company



New Plant of the Haddon Press, Camden, N. J., Printers and Publishers (Printers of Harpers Magazine). This building was designed, built and equipped by The Austin Company



Well-lighted and ventilated interior (Austin No. 2 Standard Building, 90 ft. wide) of the Haddon Press Plant, Camden, N. J.



A Modern Printing Plant built by The Austin Company for the C. R. Moore Company, Pittsburgh



Interior of the C. R. Moore Company's Printing Plant, Pittsburgh. An Austin No. 1 Standard Building, width 60 ft.

Why Pay Rent? Have a Building of Your Own

Why pay from \$10,000 to \$20,000 annual rent, when in a few years a new building of your own would be paid for?

When you can have a new building with floor space arranged to suit your need exactly, when you can have it in from 30 to 60 working-days and when your investment will be fully safeguarded, why not take this independent step now and stop making money for some one else?

Austin engineers have had many years experience in this designing and building of every type of structure for the printing industry. This is experience that you can profitably apply to your building problem. Austin engineers have some interesting facts showing the advantages you will gain by having a single story structure of your own against space in some large multi-story type. A request for such information involves no obligation. Phone, wire or use the coupon.

THE AUSTIN COMPANY, Cleveland
Engineers and Builders

CHICAGO...1374 Continental and Commercial Bank Bldg.
CLEVELAND.....16112 Euclid Avenue
DETROIT.....1954 Penobscot Building
PITTSBURGH.....493 Union Arcade
PHILADELPHIA.....1026 Bulletin Bldg.
NEW YORK.....217 Broadway
DALLAS.....627 Linz Bldg.
ST. LOUIS.....1794 Arcade Bldg.
SEATTLE.....1603 L. C. Smith Bldg.
BIRMINGHAM.....1317 Jefferson Bank Bldg.

The Austin Company of California
702 Pacific Electric Bldg., Los Angeles



AUSTIN

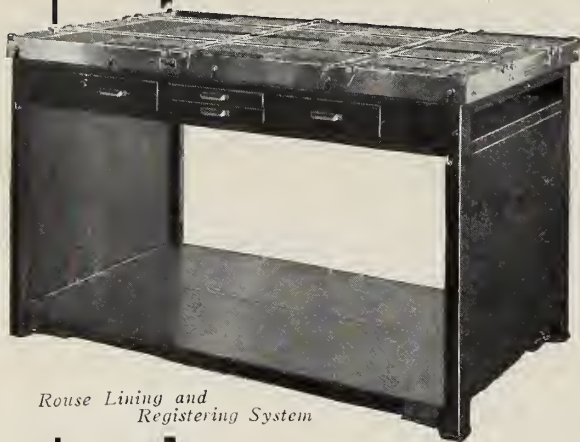
ENGINEERING BUILDING EQUIPMENT

AP-1-20-23
We would be interested in having a copy of the new edition of "The Austin Book of Buildings." It is understood that this request places us under no obligation. We are interested in the construction of a..... long, building..... stories high.
Firm.....
Individual.....
Address.....

Old Friends

YOU PRINTERS WHO WERE BORN 50 YEARS AGO learned your trade with ROUSE Composing Sticks. Today they stand supreme in their field—just as they were supreme in the beginning. *They are old friends*—and gradually

they have been followed by the ROUSE Hand Mitering Machine, ROUSE American Lead and Rule Cutter, ROUSE Lino Slug Cutter, ROUSE Tympan Paper Holder, Climax Register Hooks, and those many small devices of ROUSE manufacture that have stood the test of years—and *each in turn has become an old friend.* ¶ ¶ You younger printers who have learned your trade more recently are using these same tools—and your children and your children's children will continue to use ROUSE Tools—because it is the policy of the ROUSE company to *build the best*—and *that policy will not change.*



Rouse Lining and Registering System

Within recent years larger products have been added to the ROUSE line, the most generally used of these heavy products being the ROUSE Paper Lift, which is now attached to nearly 600 cylinder presses. These Lifts keep the pile of paper within easy reach of the feeder's hands.

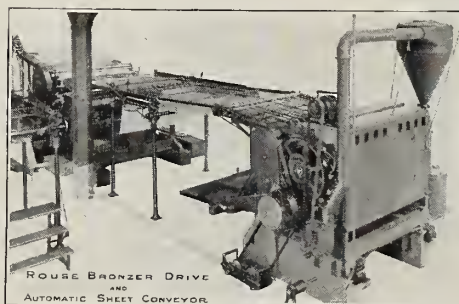
The three most recent products of the ROUSE organization are the *ROUSE Lining and Registering System* which is a low priced device that performs as well as the highest priced device made; the power driven *ROUSE Saw-Miterer* and the *ROUSE Rotary Miterer*, each having been designed for rapid mitering in newspaper plants or large non-distribution plants; and the *ROUSE Handy Newspaper Files and Racks* which are being sold to newspapers by hundreds.

Many ROUSE Bronzer Drives now are delivering the sized sheets directly to Bronzers—eliminating a human feeder or any handling of stock. We build them for any press.



Rouse Handy Newspaper File Rack No. 3 capacity 18 files; made of steel, olive green enameled, with nickeled bolts and hooks; "silent dome" feet

All Prominent Type Founders and Dealers Over the World



Rouse Bronzer Drive and Sheet Conveyor. No hand feeding of Bronzer

Have sold ROUSE products for a quarter of a century. Ask your dealer for information on any ROUSE product or write direct to

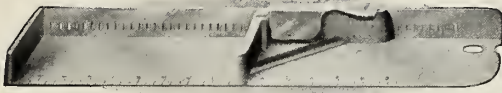
H. B. ROUSE & CO.

2214 Ward St., CHICAGO

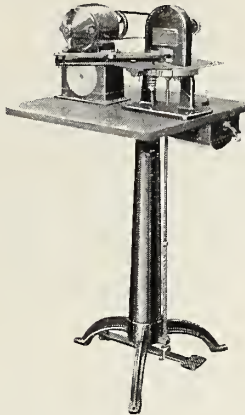
ROUSE

NEW YORK OFFICE: 41 E. 42d St.

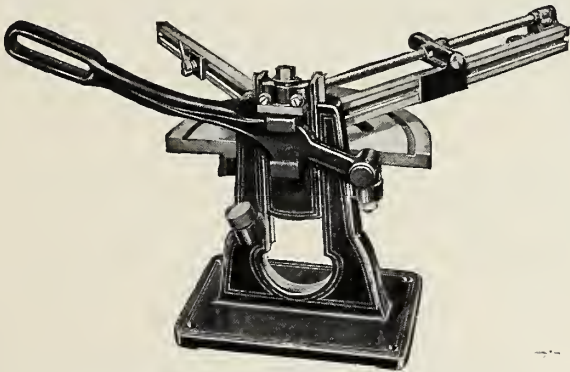
ROUSE



The Rouse Job Stick
Rouse sticks have been leaders for a
quarter of a century



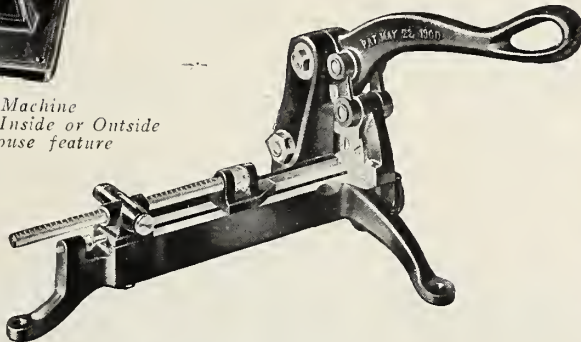
Rouse Saw-Miterer Meters
Rule or Border, Saws
Single Strips, Cuts Spaces



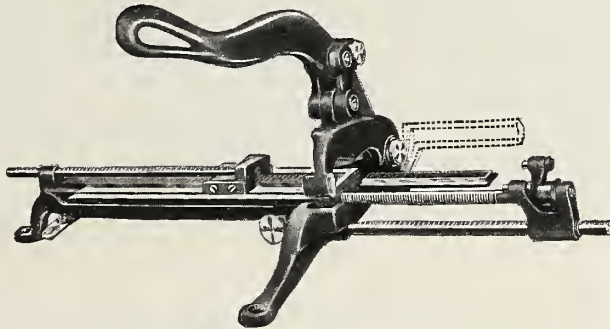
Rouse Hand Mitering Machine
Locks Automatically to Points, Inside or Outside
Measure—an exclusive Rouse feature



Rouse Rotary Miterer,
Two Miters at one
cut; Most Rapid Made



Rouse Lino Slug Cutter,
for Linotype or Intertype Slugs



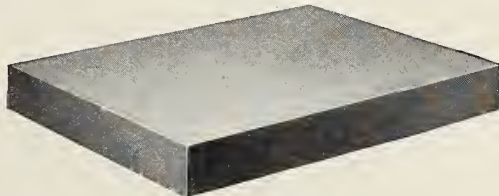
Rouse American Lead and Rule Cutter
Instant Set, Automatic Lock, to 6 Points



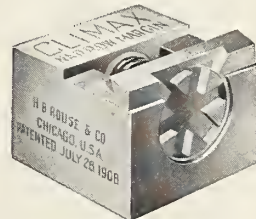
Rouse Paper Lift in Plant of
Max Lau Colortype Co., Chicago
Nearly 600 in use.



Rouse Tympan
Paper Holder



Rouse Cast Iron Bases for Newspapers
1/2 to 4 column widths, labor saving,
two heights



Climax Register Hooks
choice of most critical
three-color printers

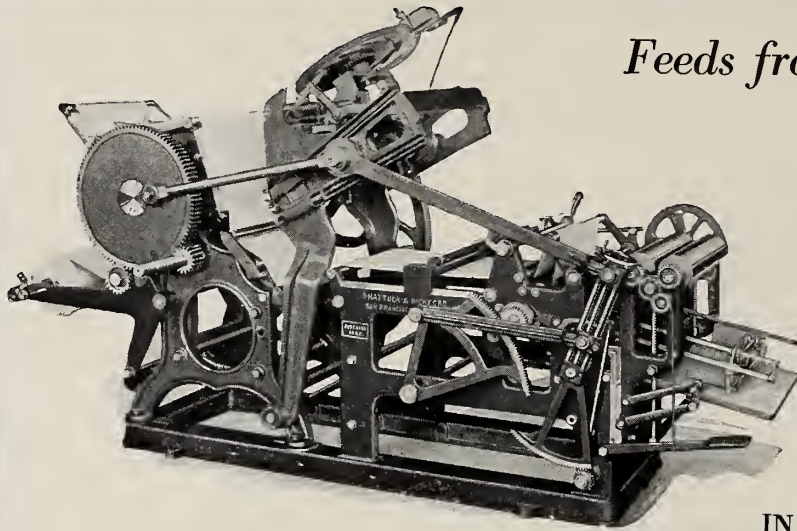
J. Henry Stephany, Eastern Manager

Folders
Folder Feeders
Press Feeders
Wire Stitcher Feeders
Cutters
Roll Feed Job Presses
Gathering Machines
Covering Machines
Round Hole Cutters
Pneumatic Appliances
Bundling Presses
Slip-Sheet Separators
Sheet Varnishers
Tipping Machines
Ruling Machines
Ruling Machine Feeders
Press Slitters
Etc.



Good Reliable Service

Investigate!



Feeds from the Roll!

Perforates,
 Punches,
 Slits,
 Cuts into sheets,
 or, Rewinds.

Can be made to
 Print in two colors,
 Back up form,
 Collate duplicates

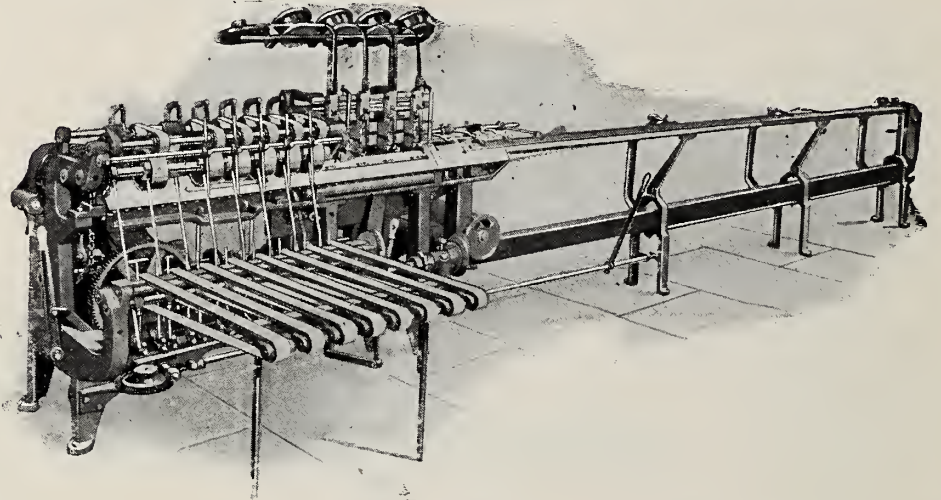
IN ONE OPERATION

The SHATTUCK & BICKFORD ROLL FEED EQUIPMENT

in conjunction with the standard C. & P. Jobbing Press, thus
 placing your jobbing work on the High Production Basis.
Complete details cheerfully furnished.

CHRISTENSEN STITCHER FEEDER NEW DESIGN

Mechanical Balance High Speed Easy Adjustments



This *latest type* Stitcher Feeder is backed by over fifteen years' stitcher feeder experience. Mechanically balanced, permitting 140 to 600 staples per minute with *only one feeding operation, inserting signatures direct on the machine.*

GEORGE R. SWART & CO., Inc.

Printers' and Bookbinders' Machinery

PRINTING CRAFTS BLDG.
 34th St. and Eighth Ave.
 NEW YORK

TRANSPORTATION BLDG.
 608 So. Dearborn St.
 CHICAGO

CHAMBERS KING CONTINUOUS FEEDER

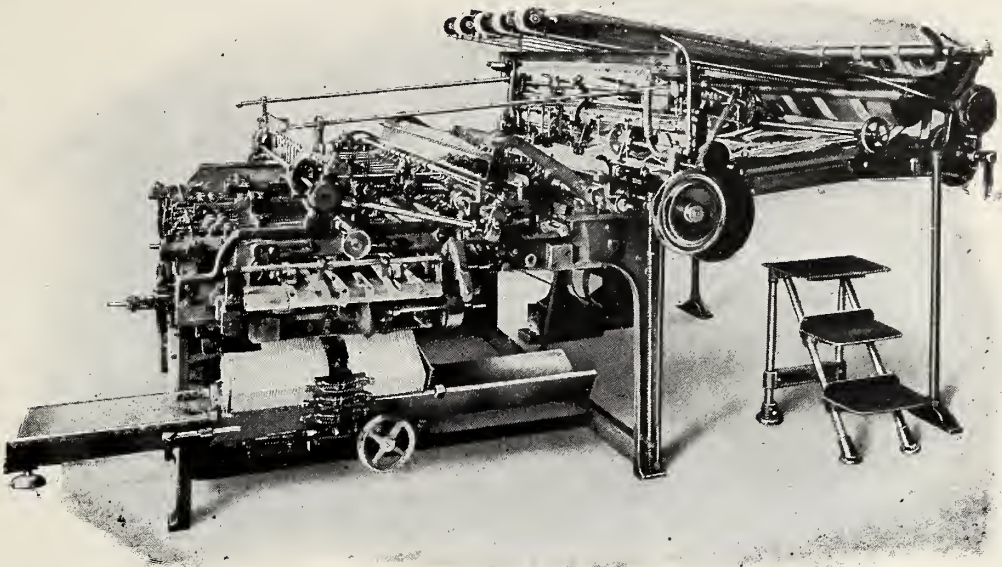
Attached to Chambers Double 16—32 Insert Folder

King Continuous Combing Feeders have been improved, simplified and developed to the highest state of efficiency.

Control feature operates pneumatically, insuring instant and simultaneous action of different parts of the machine, *obviating* the complicated mechanism common to strictly mechanical feeders such as gears, rods, cranks, levers and cams, requiring continuous adjustments.

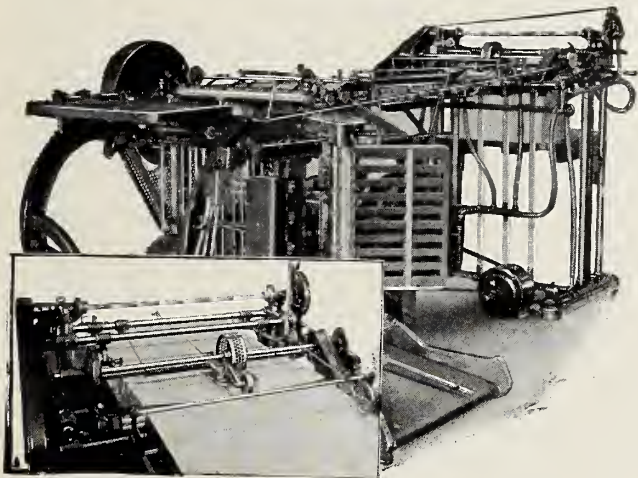
Recent installations made in some of America's finest plants.

Investigate and learn why.



FROHN PILE FEEDER

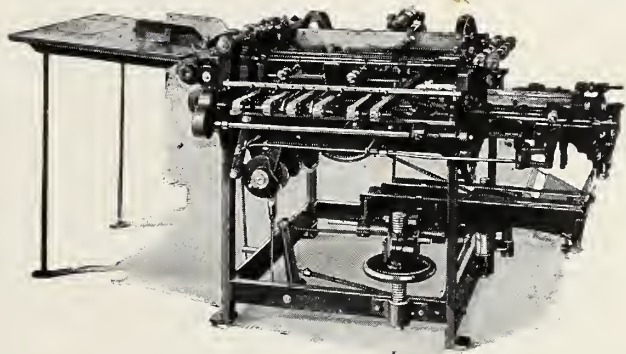
attached to Cleveland Folder



No speed is *too fast* for the FROHN FEEDER—feeding small sheets up to 12,000 an hour. Let us furnish list of users together with *Photostatic testimonial exhibit*. Built by the *originators* of this type feeder.

G. R. S. BOOK and PAMPHLET FOLDER

Model Jobber 28



Benefited by years of experience, we have produced a *Model Jobbing Folder*, superior in design and wonderfully built. *Scientifically geared* to get an even distribution of power, reducing friction and strain, permitting speed and reducing upkeep.

Sole Agents in United States and Canada for

CHAMBERS BROS., Philadelphia, Pa. (Folding and Feeding Machinery)

L. J. FROHN CO., Brooklyn, N.Y. (Simplex Pile Feeders, Disc Ruling Machines)

Sole Eastern Agents for

CHRISTENSEN MACHINE CO., Racine, Wis. (Wire Stitcher Feeders)

BERRY MACHINE CO., St. Louis, Mo. (Round Hole Cutters and Pneumatic Appliances)

SHATTUCK & BICKFORD, Inc., San Francisco, Cal. (Roll Feed Job Presses)



Atlantic Bond

Atlantic Bond is especially suitable for work-and-turn jobs—four-page letters, price lists and the like—because of the uniformity of the two sides

Atlantic Bond Distributors

ALBANY—W. H. Smith Paper Corporation	MANILA, P. I.—J. P. Heilbronn Company
ATLANTA—Sloan Paper Company	MINNEAPOLIS—Minneapolis Paper Company
BALTIMORE—Baltimore Paper Company, Inc.	NEW YORK CITY—Miller & Wright Paper Company
BOSTON—Cook-Vivian Company	Sutphin Paper Company
Von Olker-Snell Paper Company	PHILADELPHIA—Molten Paper Company
BRIDGEPORT—The Gorton Paper Corporation	PITTSBURGH—General Paper & Cordage Company
BUFFALO—The Disher Paper Company	PORTLAND, ORE.—Blake, McFall Company
BUTTE, MONT.—Minneapolis Paper Company	RICHMOND—Southern Paper Company
CHICAGO—La Salle Paper Company	ROCHESTER—The George E. Doyle Paper Company
CLEVELAND—Millcraft Paper Company	SAN FRANCISCO—Blake, Moffitt & Towne
DETROIT—Paper House of Michigan	ST. LOUIS—Acme Paper Company
DULUTH, MINN.—Minneapolis Paper Company	ST. PAUL—E. J. Stilwell Paper Company
JACKSONVILLE—H. & W. B. Drew	SEATTLE—American Paper Company
LOS ANGELES—Blake, Moffitt & Towne	SPOKANE—Spokane Paper & Stationery Company
LOUISVILLE—The Rowland Company	TACOMA—Tacoma Paper & Stationery Company
	WINNIPEG, CANADA—The Barkwell Paper Company

EXPORT—A. M. Capen's Sons, Inc., 60 Pearl Street, New York
W. C. Powers Company, Ltd., Blackfriar's House, London, E. C., England
J. P. Heilbronn, Manila, P. I.

ENVELOPES—United States Envelope Company, Springfield, Mass.
TABLETS AND TYPEWRITER PAPER—J. C. Blair Co., Huntingdon, Pa.

EASTERN MANUFACTURING COMPANY
501 FIFTH AVENUE · NEW YORK

Diamond Power Cutters

IN the Diamond Power Cutter we offer you the result of more than a third of a century of engineering study and research. The Diamond is constructed of the very best materials that money can buy, insuring long life and indestructible value, with the idea of great durability, accessibility and simplicity.

Quality can not possibly be argued or written into a paper cutter—it must be *built in*—an actual part of the mechanical construction—design, material and conscientious workmanship. The Diamond Power Cutter is strongly and carefully built to produce the maximum amount of accurate cutting with the minimum effort at a minimum cost.

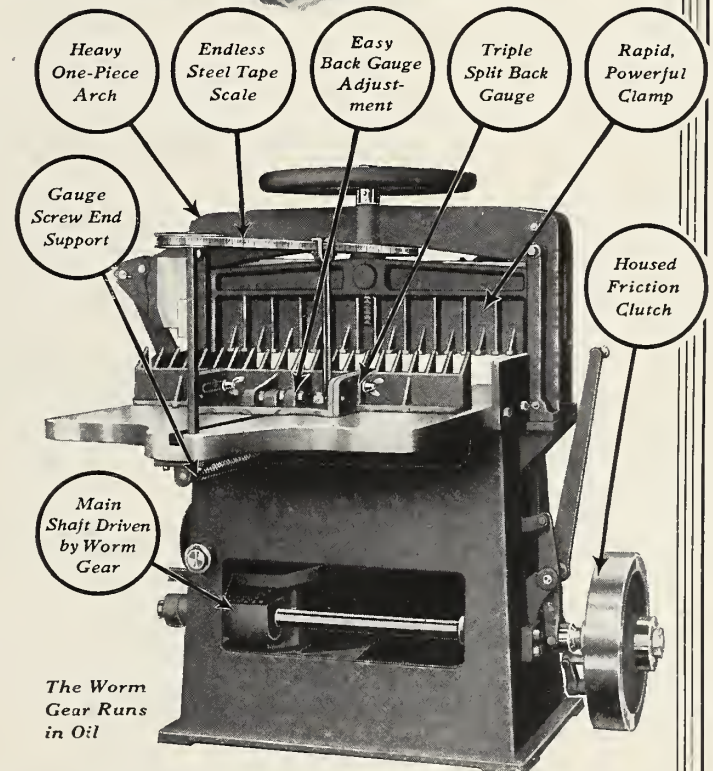
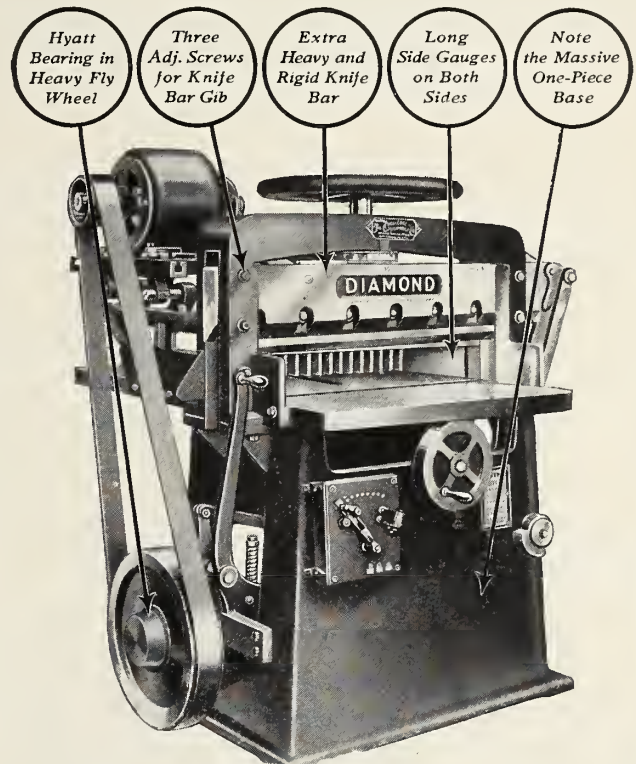
Made in 30, 32 and 34 Inch

Diamond Power Cutters meet every possible production requirement expected of a modern power cutter and excel in speed, accuracy, durability, safety and unusual conveniences in operating.

Paper cutting is not one whit less productive than typesetting or presswork. It is just as much a saving to have a cutting machine doing *better work in less time* as it is to have proportionate economy in any other machine in a printing plant or bindery.

Diamond Power Paper Cutters will yield the maximum results at the least operating and up-keep expense.

Write us or any live Dealer in Printers' Supplies for full particulars and prices.

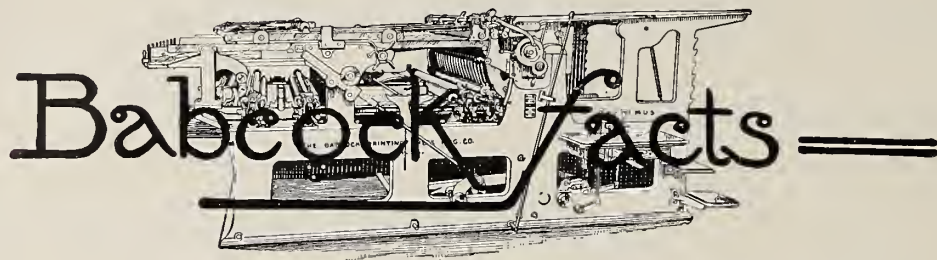


The Challenge Machinery Co., Grand Haven, Mich.

Chicago, 124 South Wells Street

New York, 461 Eighth Avenue

Canadian Representatives: Graphic Arts Machinery Limited, Toronto



PRODUCERS of printing who have discovered that there is a greater profit in the *MANUFACTURE* of printing than in *just printing*, are keeping the Babcock factory running full blast.

There is this truth about Universal Equipment Babcock Presses:— They do for the Printer what other modern equipment does for other manufacturers;—turn wasted time into marketable production.

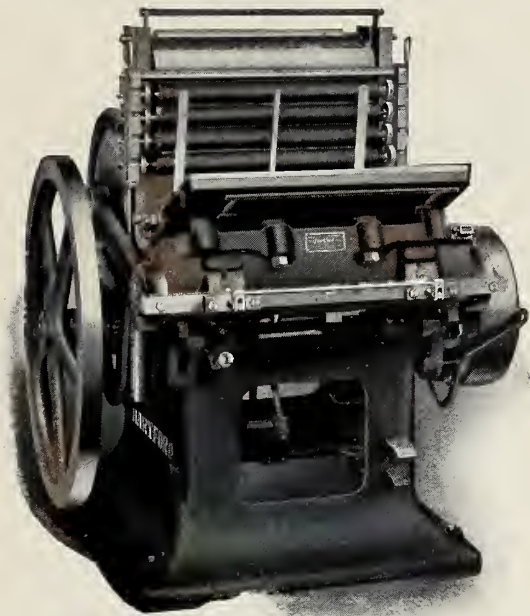
The Babcock Printing Press Manufacturing Co.

NEW LONDON, CONN.

38 PARK ROW, NEW YORK

108 W. HARRISON ST., CHICAGO

IF FRANKLIN COULD JUDGE TODAY— *What Platen Printing Press would appeal to him as the BEST?*



A PRINTER of his rare genius and discernment could make but one decision. He would prefer the New Series 4-Roller HARTFORD Printing Press. He would give his reasons as follows:

1. Unexcelled distribution insuring the very finest quality of Halftone, Colorplate and Letterpress work.
2. Great rigidity, even impression and absolutely accurate register, reducing make-ready to the minimum.
3. Improvements for efficiency, convenience and reliability not to be found on any other similar machine.
4. Speed *2000 Impressions Per Hour* without the least danger of wear or strain, indicating perfect balance and scientifically correct construction.
5. The only Platen Press which has advanced with the times and meets every requirement of the most exacting pressman.
6. Its scope of work includes the highest quality of Hot and Cold Embossing, as well as Light Die-Cutting and Scoring, in addition to the general run of regular printing in the better class of shops.
7. The heavy duty Press for which the Printer has waited over 200 years.

Write for catalogue and detailed information

NATIONAL MACHINE COMPANY

Hartford, Conn.

NEW YORK OFFICE: 23-25 East 26th Street

The LIBERTY

has climbed the rugged heights of competition and gained its leadership purely through quality and service.

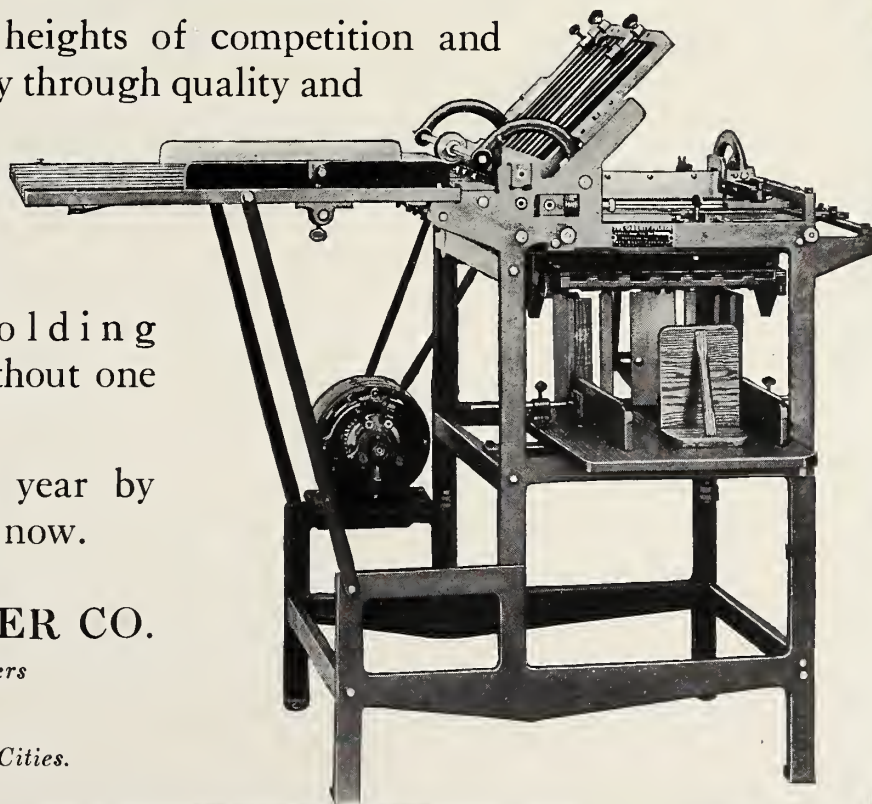
The Liberty is virtually "the printers safety valve" on hurry up jobs and steady production. No folding equipment is complete without one or more Liberties.

Prepare for the coming year by making your investigation now.

The LIBERTY FOLDER CO.

Originators of Simple Folders
SIDNEY, OHIO

Agencies in all the Principal Cities.





BENJAMIN FRANKLIN

1723-1923

NEENAH PAPER COMPANY

1873-1923

“by their fruits ye shall know them”

Two hundred years ago, Benjamin Franklin, a youth of seventeen, set out upon his career as a printer. That he was first of all a good *printer* was his chief pride. All the honors bestowed on him as author, scientist and statesman never overshadowed, in his thought, his place as printer.

Fifty years ago, NEENAH PAPER COMPANY began making paper. Since then, the mill has grown, equipment has been added, brands have been increased — but the chief concern and source of pride is now, as always, the integrity of the product.

Today the owl mark, emblem of NEENAH Quality, is known in many lands. Paper users and buyers, in increasing number, accept its impress in a sheet as evidence of printability, endurance and value.

We take this occasion to reaffirm our unswerving allegiance to the policy which has thus far been responsible for our growth. May this company, no matter how large it may grow, ever be known, first of all, as a maker of good paper.

Neenah Quality Papers

OLD COUNCIL TREE
BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND
WISDOM BOND
GLACIER BOND
STONEWALL LINEN
LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Note the Tear and Wear as Well as the Test

NEENAH PAPER COMPANY

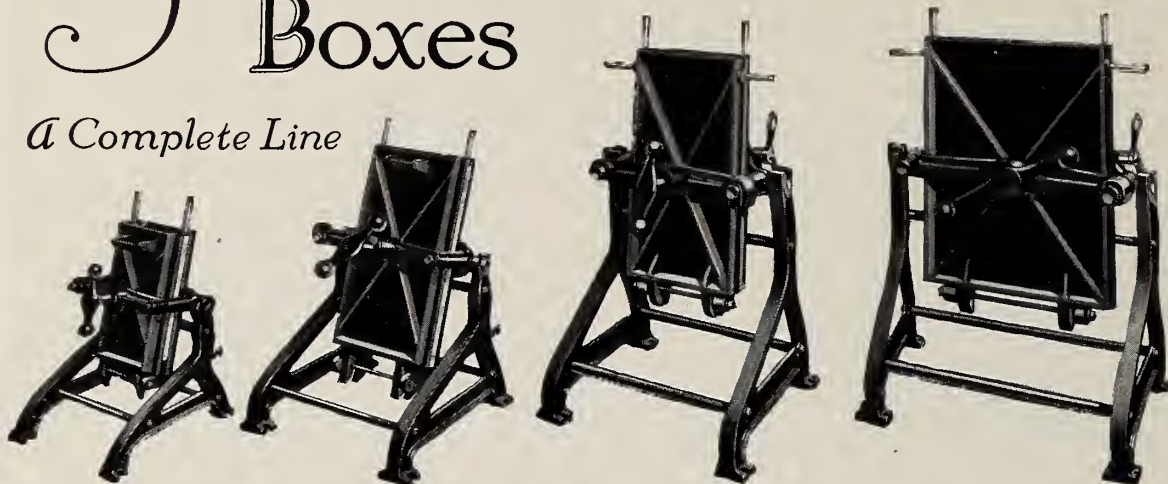
Neenah, Wisconsin

Loft Dried Bonds and Ledgers Exclusively



Superior Stereo Casting Boxes

A Complete Line



Sizes to Suit Every Job Printer and Publisher



Showing Box equipped with Cores, for Casting Cored Plates—a Metal Saver for Newspapers

The awakening of printers to a realization that something must be done about the high cost of plates and excessive tieup of capital in metal where forms are kept standing—has brought the perfected dry mat stereotyping process to the fore. These outfits are now in great demand by job printers, book and publication printers, as well as newspaper publishers. Many electrotyping plants are using the process for a large class of plates.

With a Dry Mat Cold Process Stereotyping Outfit the printer may substantially reduce his electrotyping expenditure, as dry mat stereotype plates are very quickly and cheaply made by this simplified process, and fully meet the requirement of clearfaced, durable plates for an extensive variety of work. A considerable saving is effected by release of standing forms—as from a dry mat kept on file any desired number of plates may be cast when wanted.

Superior Stereotype Casting Boxes are made in sizes 9½x14, 13½x22, 14x26 and 20x28 inches, and are obtainable with accurate gauges for casting both typehigh stereotypes and thin plates for mounting on wood or metal base—and they may also be used for casting metal bases for plates.



We supply everything needful for Stereotyping—metal, furnaces, mold pans, ladles, skimmers, brushes, saws and typehigh planers

Barnhart Brothers & Spindler

Superior Specialties for Printers

Washington, D. C. Chicago Saint Paul Omaha Seattle Vancouver, B. C.
 Saint Louis Dallas Kansas City

Set in Pencraft Faces

Brass Rule No. 5193

Pencraft Border No. 445

A "Testimonial Letter Signed" by 27,000 Printers

CRAFTSMEN of
THE WORLD

The Chandler & Price Co.
Cleveland, Ohio

Gentlemen:-

During November, 1922, we bought the 75,000th press built by your company. On those presses, we have turned out millions of dollars worth of printed matter -- matter which has influenced millions of minds all over the world.

From Press #1, your machines have served us dependably and profitably. We could depend upon getting the same high standard of quality in each additional press we bought. Even your "war presses" were perfect at a time when perfection was at a premium.

We have appreciated it. We have shown our appreciation by the fact that during the twelve month period ending October, 1922 our American membership bought more presses from you than in any other twelve month period in the history of your company.

While hundreds of other presses have come and gone, we have become bigger boosters for Chandler and Price.

Yours for PROFIT

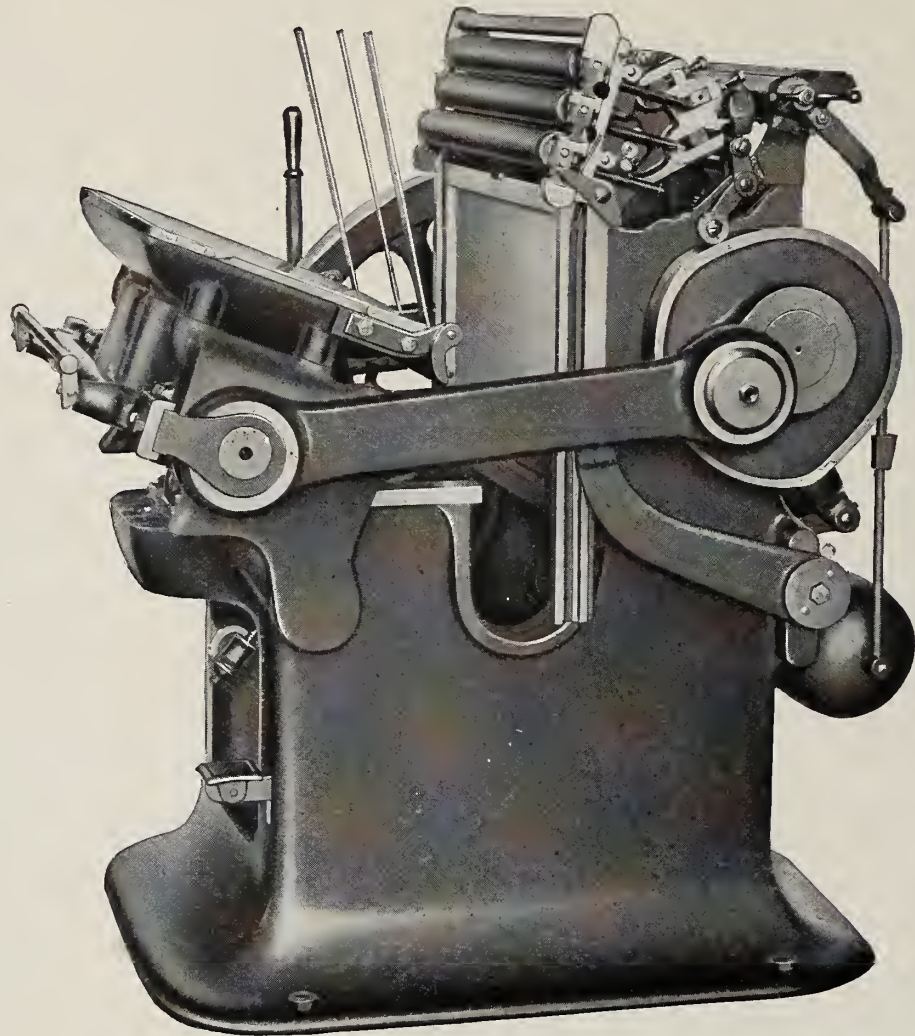
*The Users of 75,000
Chandler & Price Presses—*

Chandler & Price Presses

The Chandler & Price Co., Cleveland, Agencies in All Principal Cities

← The Chandler & Price Semi-Steel Chase — Guaranteed Against Breakage

John Thomson Presses



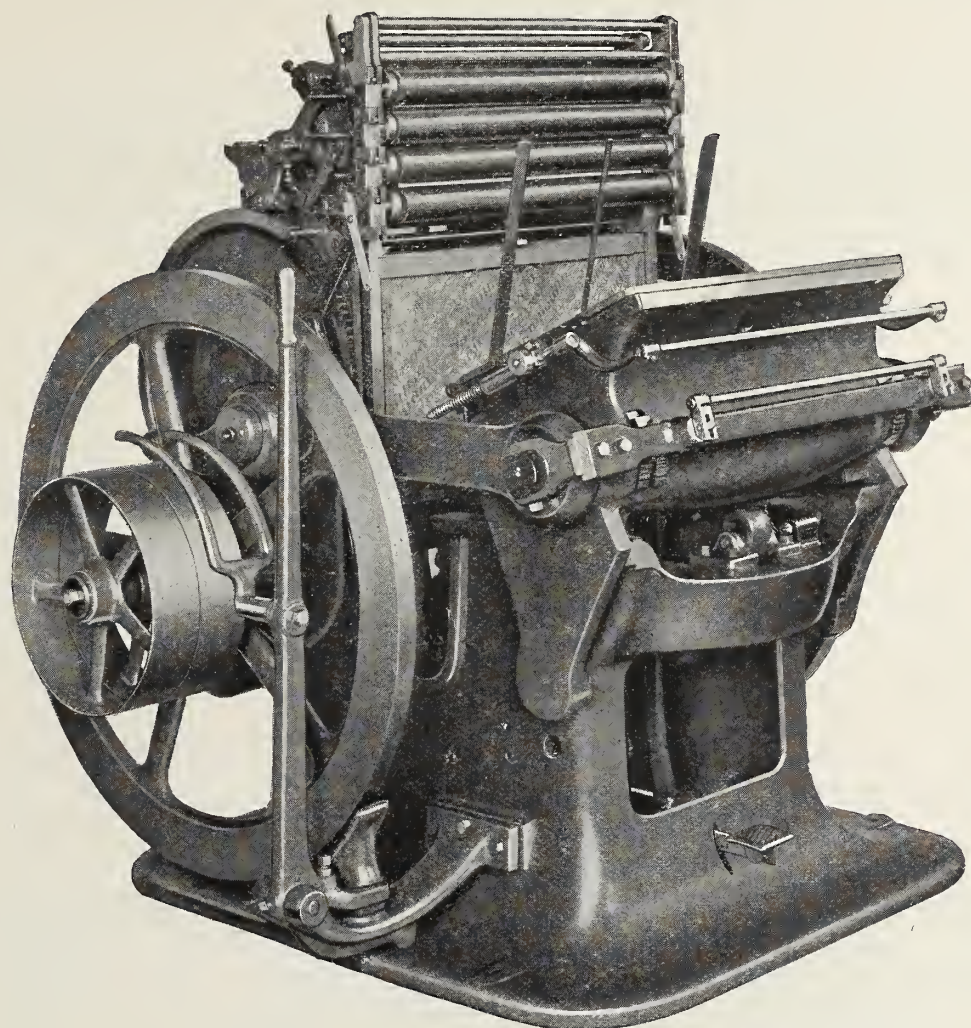
Colt's Armory Model C Press [14 x 22]

John Thomson Press and Manufacturing Company

253 Broadway, New York City 604 Fisher Building, Chicago
Factory: Long Island City

Foreign Office: 33 Bouverie Street, Fleet Street, London, E. C. 4

Speak for Themselves



Laureate Model J Press [14 x 22]

John Thomson Press and Manufacturing Company

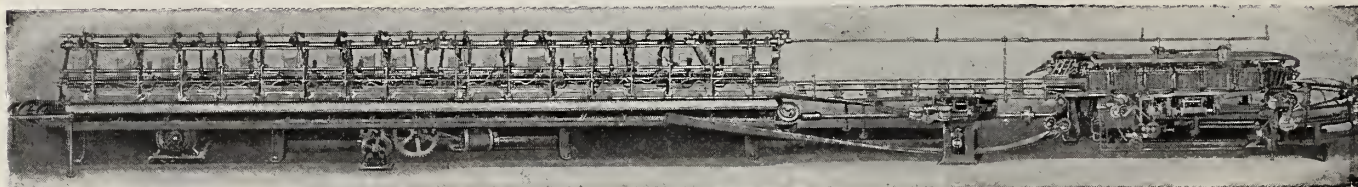
253 Broadway, New York City 604 Fisher Building, Chicago
Factory: Long Island City

Foreign Office: 33 Bouverie Street, Fleet Street, London, E. C. 4

JUENGST

Gatherer, Stitcher and Coverer

The Only Machine that will Gather, Jog, Stitch and Cover Books, all while in Continuous Motion



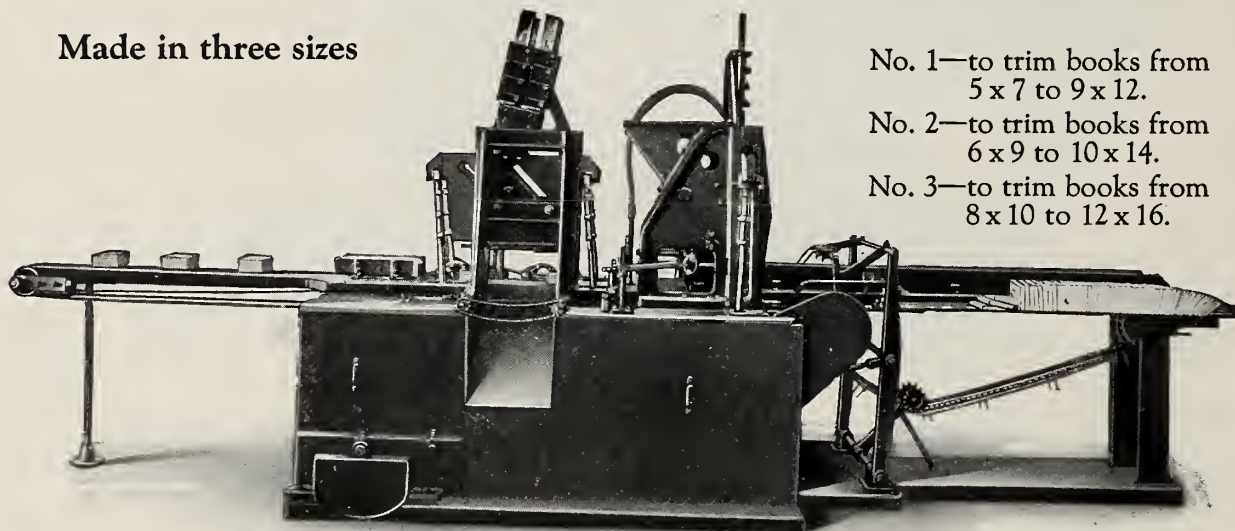
PATENTED

Will detect missing inserts or doublets.
Will gather any signatures from singles up, on any kind of stock.
Built in combination or in single units.

Has no equal for Edition Books

Rowe Straight Line Automatic Trimmer

Made in three sizes



No. 1—to trim books from
5 x 7 to 9 x 12.

No. 2—to trim books from
6 x 9 to 10 x 14.

No. 3—to trim books from
8 x 10 to 12 x 16.

PATENTED

Both machines are quickly adjustable to any intermediate size, using the regular half-inch cutting stick. It shears from the back of the book and does clean, accurate work up to a speed of twenty-four packages per minute $4\frac{1}{2}$ inches or less in height.

Nothing in trimmers has ever been made to compare with it. They are in use in a number of the largest catalogue and magazine printing houses in the country. If you have work suitable for it you can not afford to be without it. We will be glad to send any further information.

AMERICAN ASSEMBLING MACHINE CO., Inc.
416 N. Y. World Building, New York City



Automatic Ink Dryer

The SAFE Gas Attachment for Printing Presses

Automatic Control Makes It Safe

Patented magnetic control automatically ignites the gas when electric button or controller starts press—cuts off gas instantaneously when press power is turned off. Gas does not light when press is inched or jogged. Even though press stops when sheet is over burners, there is no danger of fire.

Makes full color possible on heavy cut forms without cost of slip-sheeting or danger of offset.

Causes ink to begin setting before delivery—sheets retain heat after they are dry.

For cylinder or rotary presses—simple in construction and always in commission.

An inexpensive attachment that will pay for itself in a few months.

United Printing Machinery Co.

38 Park Row
NEW YORK

83 Broad St.
BOSTON

604 Fisher Bldg.
CHICAGO

AGENTS FOR
Static Control Co., Inc.
NEW YORK CITY

*It is Conservatively Estimated
that More than*

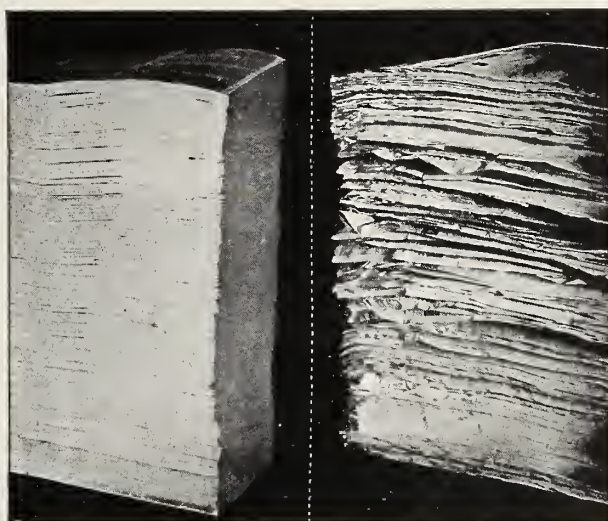
\$1,000,000 a Year

is saved to the Printing Industry by the Chapman Electric Neutralizer. Are You Getting Your Share of This Large Saving?



Chapman Electric Neutralizer

*Makes Presses Deliver Light Paper
Like This ↘ Instead of Like This ↘*



United Printing Machinery Company

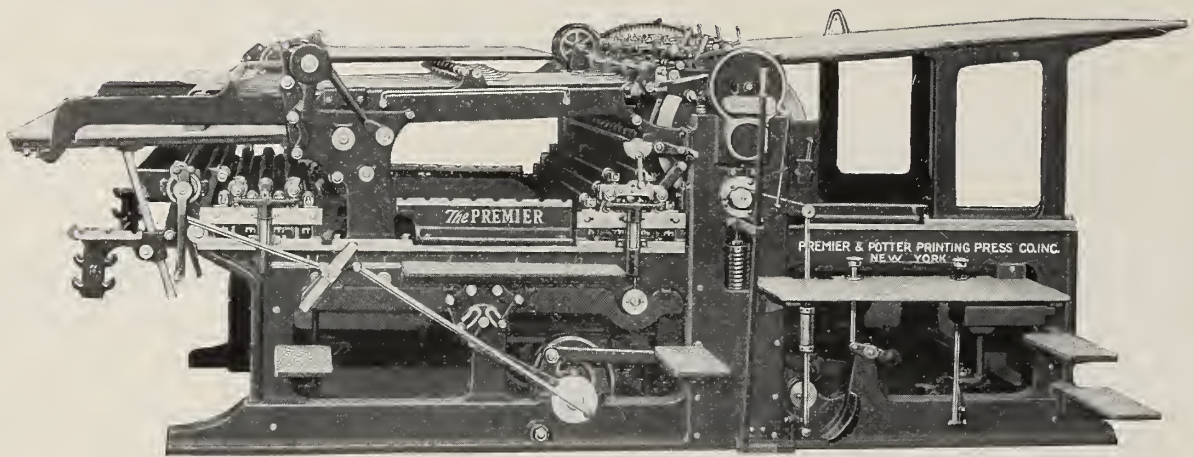
38 Park Row, NEW YORK

83 Broad St., BOSTON

604 Fisher Bldg., CHICAGO

Speed, Register, Distribution, Impression and Delivery

absolutely superior in combination to the same features as incorporated in all other Two-Revolution presses and making for a product of higher quality, in greater quantity, at less cost of production than can be produced by all other Two-Revolution presses; these are our claims—iterated and reiterated—for



The PREMIER

The BEST of All the Two-Revolution Presses

Let Us Tell You About It

PREMIER & POTTER PRINTING PRESS CO., Inc.

SUCCEEDING THE WHITLOCK & POTTER COMPANIES

The Premier, The Whitlock Pony, The Potter Offset, The Potter Tin Printing Press

NEW YORK: 1102 Aeolian Bldg., 33 West 42nd Street

CHICAGO: 506 Fisher Bldg., 343 South Dearborn Street

BOSTON: 720 Rice Bldg., 10 High Street

PITTSBURGH: 510 Oliver Bldg., Smithfield and Oliver Streets

ATLANTA, GA.: MESSRS. J. H. SCHROETER & Bro., 133 Central Avenue

SAN FRANCISCO: HARRY W. BRINTNALL, 51 Clementina Street

CANADA WEST

MESSRS. MANTON BROS.

105 Elizabeth Street, Toronto, Ont.

CANADA EAST

GEO. M. STEWART, Esq.

92 McGill Street, Montreal, P. Q.

MARITIME PROVINCES

PRINTER'S SUPPLIES, LTD.

27 Bedford Row, Halifax, N. S.



Franklin and the Montgolfier Balloon

WHEN the science of Aeronautics was in its infancy, and Montgolfier was making his first balloon ascensions, Benjamin Franklin was keenly interested in the experiments and was an ardent advocate of Montgolfier's theory of the practicability of the new invention. An amusing example of Franklin's skill at repartee is recorded as having taken place at an early exhibition by Montgolfier.

A pessimistic onlooker, after observing the preparations for the ascension, remarked to the author of "Poor Richard," "What is the use of a balloon?" He received this laconic answer, "What is the use of a new born baby?"

Franklin also wrote to a friend in America, "Being the easiest of Voitures, the balloon would be extremely convenient to me now that my malady forbids the use of old ones over a pavement," and during his sojourn in France, he witnessed the success of the Montgolfier Balloon and saw his confidence in its inventor justified.

The courageous scientists who made the ascension, the Marquis d'Arlandes and M. Montgolfier, called in person on Franklin to report to him their experiences and receive his criticism and advice.

Etienne Montgolfier, the inventor, was one of the house of Montgolfier of Vidalon, paper-makers, whose celebrated mills were even then nearly two centuries old, and the balloon which Etienne Montgolfier constructed in collaboration with his brother, Joseph, was made entirely of paper from the Montgolfier Mills.

Today, the descendants of Etienne and Joseph Montgolfier are employing their heritage of skill and genius in

the manufacture of French Hand-Made Papers, which are known and admired throughout Europe for their unsurpassed quality, their exquisite texture and colors.

The New York Selling Branch of the firm of Canson & Montgolfier carries a complete stock in quantity, and is always ready to co-operate in planning and designing beautiful and effective printing on French Hand-Made Papers.

Canson & Montgolfier

Manufacturers of French Hand-Made Papers

Printing Crafts Building, New York

The circulation of the Philadelphia Bulletin is one of the largest in the United States.

The Evening Bulletin.

PHILADELPHIA

Net paid circulation for 12 months ending Dec. 31, 1922—493,240 copies a day.

PUBLISHED DAILY EXCEPT SUNDAY

BENJAMIN FRANKLIN

Man of Achievement—
Statesman, Diplomat, Inventor,
Scientist



Founder of the University of Pennsylvania, the Philadelphia Library, the Pennsylvania Gazette and the Pennsylvania Hospital. Organized first fire company in city. Originated street paving system.

Framed best scheme for uniting colonies.

Served on committee which framed Declaration of Independence.

Procured treaty of alliance with France which assured success of the Revolution.

Demonstrated that electricity was the element in lightning. Introduced lightning rods as protection to buildings.

Invented stove that made possible the heating of homes with material saving in consumption of wood.



Benjamin Franklin's Printery, Newspaper Office and Book Store, on Second Street, Philadelphia. Redrawn from original painting by J. L. G. Ferris, America's foremost historical painter, as used in The Evening Bulletin Historical Calendar Series No. 8. Copyright J. L. G. Ferris.

MAXIMS OF BENJAMIN FRANKLIN

Prefixed to
Poor Richard's Almanac, 1757

"God helps them that help themselves."

"Dost thou love life? Then do not squander time, for that is the stuff life is made of."

"Early to bed and early to rise Makes a man healthy, wealthy and wise."

"Never leave that till to-morrow which you can do to-day."

"He that goes a borrowing goes a sorrowing."

"It is hard for an empty bag to stand upright."

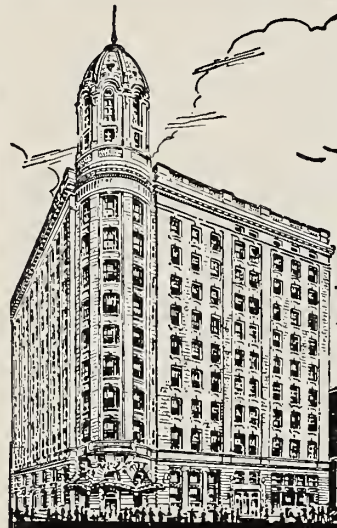
"Vessels large may venture more, but little boats should keep near shore."

"Experience keeps a dear school, but fools will learn in no other."

"He that waits upon fortune is never sure of a dinner."

"Would you persuade, speak of interest, not reason."

"Beware of little expenses; a small leak will sink a great ship."



THE BULLETIN BUILDING
N. E. cor. of Juniper and Filbert Sts.
Home of Philadelphia's foremost daily newspaper.

Franklin, were he alive today, would marvel at a Newspaper like The Philadelphia Bulletin

From the days of Franklin's Printery, the development of newspapers and newspaper reading has been continuous.

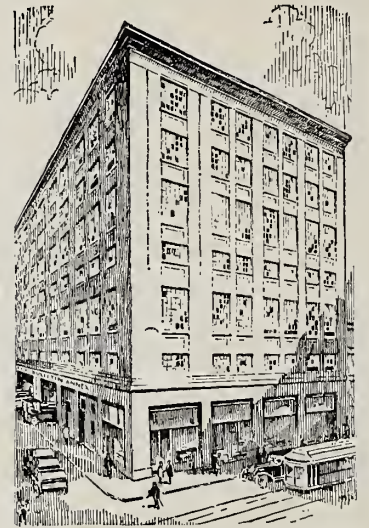
Today The Evening Bulletin, with a daily average circulation of more than half a million copies in and around Philadelphia, is read by more persons each day than lived in the whole of the colonies when Franklin was young. The Bulletin printing plant is larger than any other newspaper printing plant in America, and is one of the largest in the world.

To supply Bulletin readers with the latest news within a few minutes or a few hours after events occur, The Bulletin has a battery of

21 giant high-speed perfecting presses, capable of printing 5000 forty-page copies of The Bulletin every minute, or 300,000 every hour.

News from all over the world and reports of all local happenings are received by The Bulletin throughout the day, to be edited, set in type, printed, and sent out over the city and suburbs at record speed.

Being well-informed today means knowing what history-making events are occurring abroad, as well as what is taking place at Washington, Harrisburg and at home.



THE BULLETIN ANNEX
S. W. corner of Juniper and Arch Sts.
houses part of the Bulletin mechanical plant



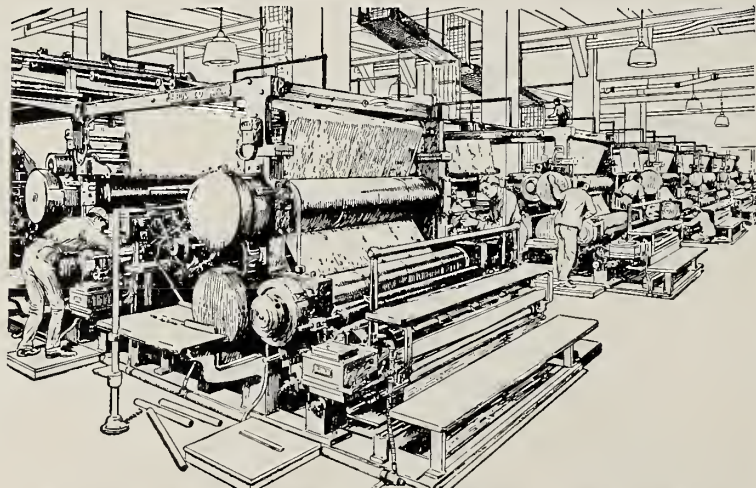
Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads

The Bulletin



FRANKLIN, the young printer, working at the hand press upon which The Pennsylvania Gazette was printed.



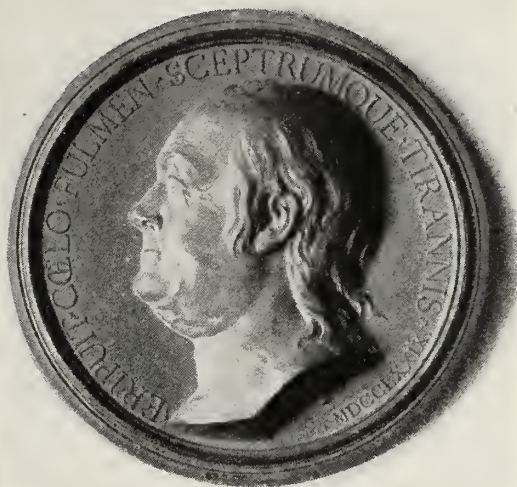
View of one of The Bulletin's press rooms, showing some of the 21 giant rotary web perfecting printing presses



If you were to ask most any intelligent Philadelphian how to make your advertising do you the most good in Philadelphia, the reply undoubtedly would be

"Put it in The Bulletin"

1706



1923

NO MAN should doubt his own ability unless he has tried. ❁ Benjamin Franklin mastered many things because he tried. He should be emulated. ❁ The character of our work reflects true genius of those who have tried and succeeded in making our plate service par excellence

"When in trouble try Globe"

ELECTROTYPE **GLOBE** COMPANY

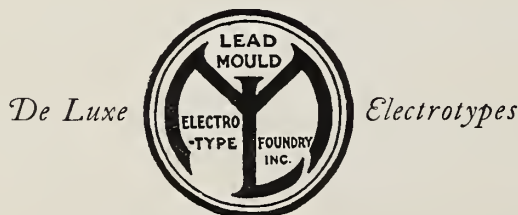
209-219 West 38th Street, New York, N. Y.

PHONE, 3810 FITZ ROY

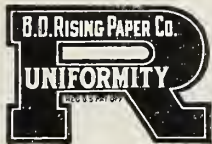
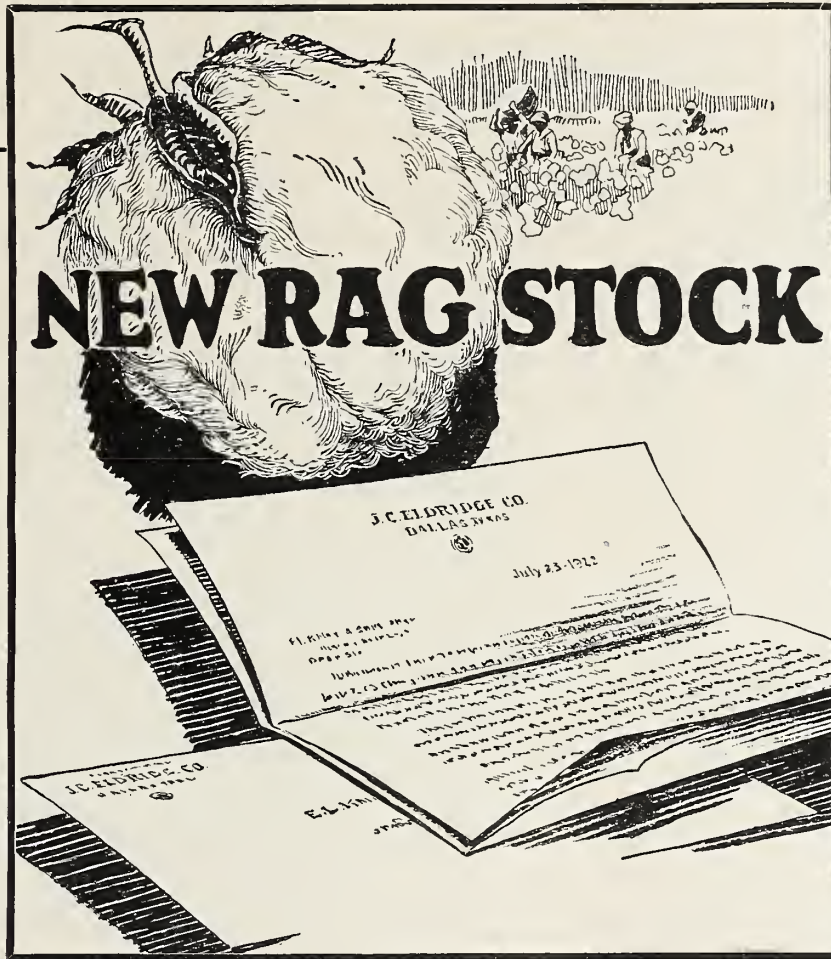


Benjamin Franklin

Was a genius whose foresight made possible the evolution of freedom of the press, thereby enlightening the world. The results of his achievements are seen in the growth of our great printing plants of today. This established the necessity of the associated industries



LEAD MOULD ELECTROTYPE FOUNDRY
504 W. 24th Street INCORPORATED New York, N. Y.



IT takes clean, new cotton rags and pure artesian water to give that commanding snap, crackle and virgin whiteness to Danish Bond. You will admire its strength and its ability to take typewriting and printing. You will value its great durability. Made by good paper-

makers in white and ten distinctive colors.

Recommend Danish Bond for letter-heads, four-page letters, business forms, folders, broadsides and other advertising uses. Your customers will be surprised at the reasonable price of jobs printed on Danish Bond.

DANISH LINEN
DANISH LEDGER

DANISH KASHMIR COVER
DANISH INDEX BRISTOL

DANISH MANUSCRIPT COVER

DANISH BOND

ONE OF THE LINE OF PAPERS WATER-MARKED DANISH

Made in the hills of Berkshire County by the

B. D. RISING PAPER CO., Housatonic, Massachusetts



*An Order
Placed
On*

**PAPER
OF
QUALITY**

*Should be sent
to Headquarters*

JOHN F. SARLE CO. INC.
De Luxe Business Papers
85-87 JOHN ST., NEW YORK CITY

BONDS
LINENS
LEDOERS

SUPER-FINE
UNION-SKIN
SAFETY PAPERS

*Reflect the high standards
advocated by*

Ben Franklin



JAENECKE-AULT CO.

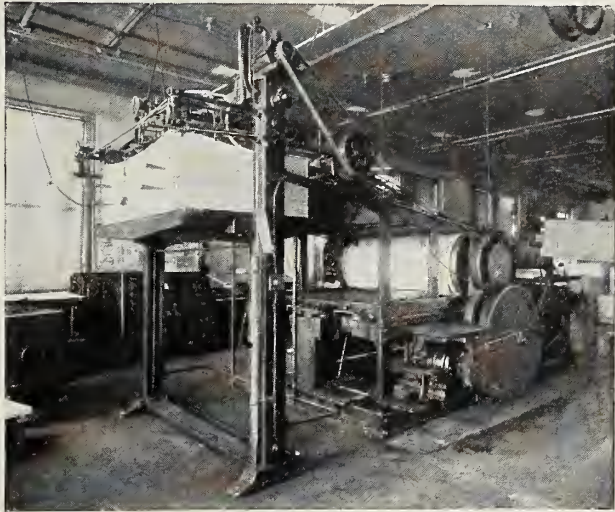
GOOD



INKS

NEWARK, NEW JERSEY. U.S.A.

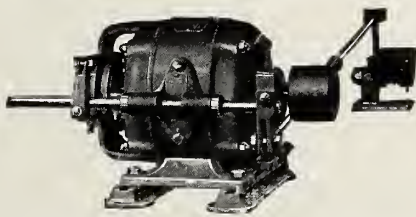
PIONEERS IN THE PRINTING INDUSTRY



*Miehle Press operated by Sprague Motor.
Photo taken after 26 years' continuous duty.*

THE continuous high standards of performance and service maintained by the Sprague Electric Works in more than a quarter of a century of leadership in the printing machinery field, give the printer assurance that he can safely—

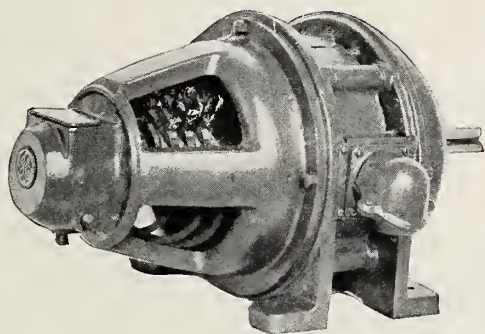
Put All Electrical Problems Up to
SPRAGUE



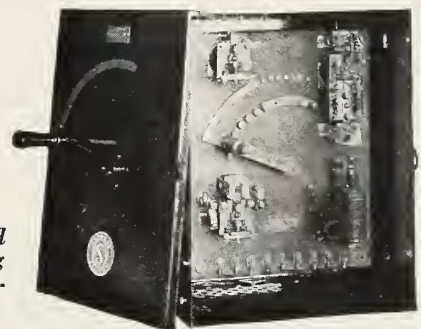
Single phase motor with foot controller for hand feed job press

Send in a list of the machines you want electrified and we do the rest.

We will not sell you just a motor, but a drive and control system guaranteed to get the most out of your press, with the greatest economy of power and the lowest upkeep expense.



Three phase motor for cylinder press



Enclosed printing press controller



SPRAGUE ELECTRIC WORKS



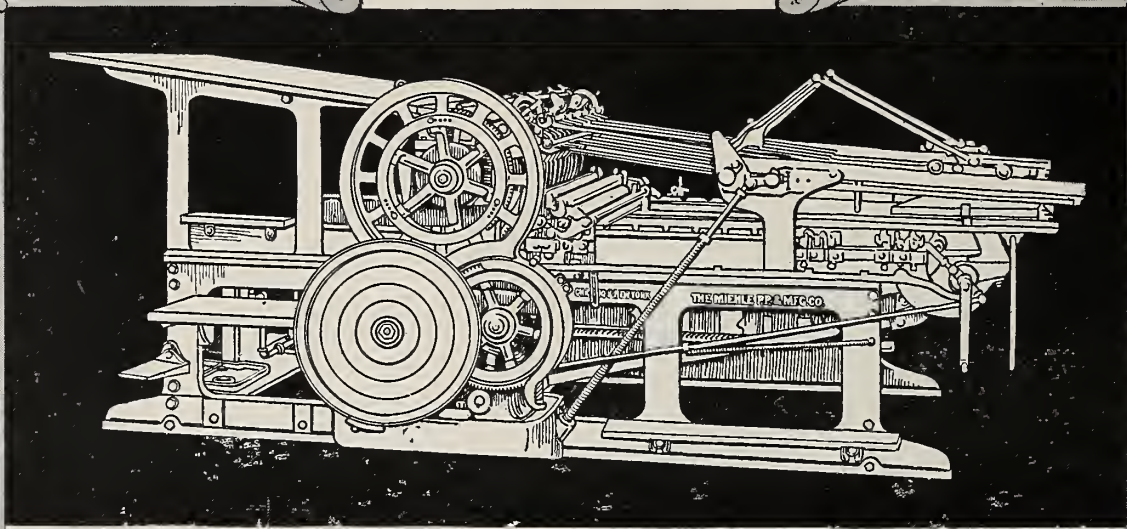
Of General Electric Company

Main Offices
527 W. 34th St. New York

PIONEERS OF THE INDUSTRY

Branch Offices
in Principal Cities

The Miehle



THE UPWARD SWING

General prosperity is here. It is daily gathering momentum. Miehle equipment is the magnet that draws prosperity to the printer.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth and Robey Streets, Chicago

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block PHILADELPHIA, PA., Stephen Girard Bldg. BOSTON, MASS., 176 Federal St.
NEW YORK, N. Y., 2840 Woolworth Bldg. DALLAS, TEX., 611 Deere Bldg. SAN FRANCISCO, CAL., 693 Mission St.
ATLANTA, GA., Dodson Printers Supply Co. DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

Chicago Office: 1148 Otis Bldg.

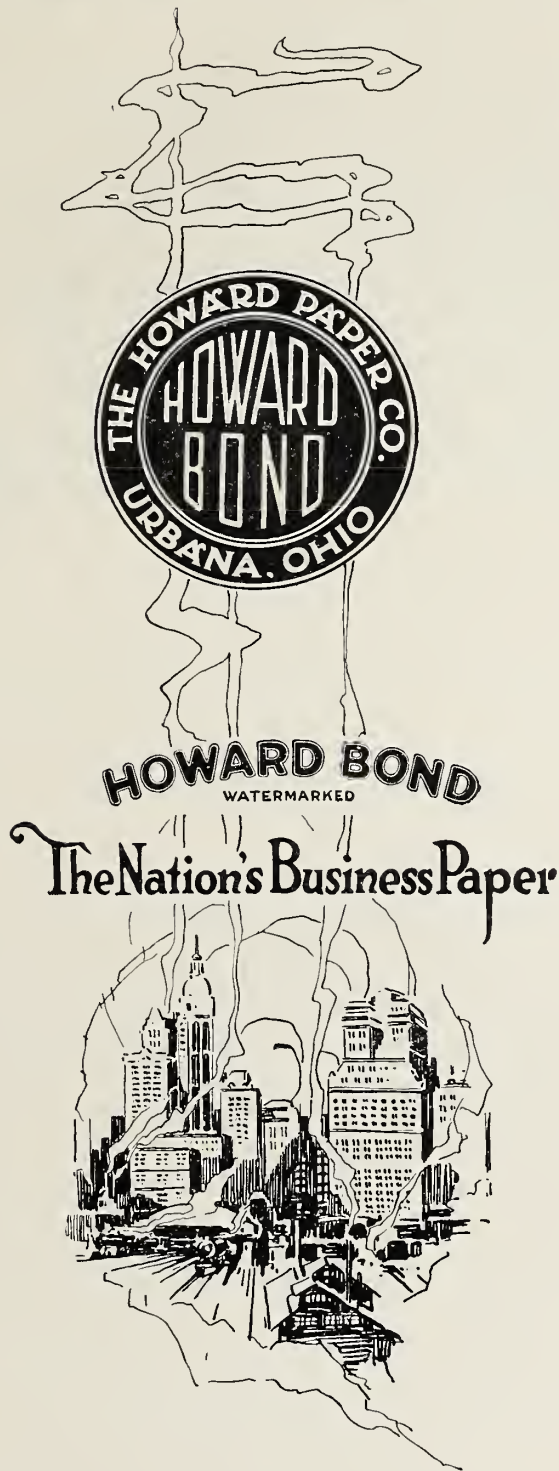
New York Office: 280 Broadway

*Compare it Tear it Test it
and you will specify it*

DISTRIBUTED *the* COUNTRY OVER

By the Following Agents:

Allentown, Pa.—J. A. Rupp Paper Co.
Atlanta, Ga.—Louisville Paper Co.
Baltimore, Md.—B. F. Bond Paper Co.
Baltimore, Md.—J. Francis Hock & Co.
Binghamton, N. Y.—Stephens & Co.
Boston, Mass.—John Carter & Co.
Brooklyn, N. Y.—General Paper Goods Mfg. Co. (Env.).
Chicago, Ill.—Midland Paper Co.
Chicago, Ill.—Parker, Thomas & Tucker Paper Co.
Cincinnati, Ohio—Chatfield & Woods Co.
Cleveland, Ohio—Cleveland Paper Mfg. Co.
Columbus, Ohio—Diem & Wing Paper Co.
Dayton, Ohio—Reynolds & Reynolds Co. (Tablets).
Dayton, Ohio—Buyers' Paper Co.
Detroit, Mich.—Chope-Stevens Paper Co.
Duluth, Minn.—Zenith City Paper Co.
Elmira, N. Y.—Horwitz Bros.
Grand Rapids, Mich.—Quimby-Kain Paper Co.
Harrisburg, Pa.—Donaldson Paper Co.
Houston, Tex.—The Paper Supply Co.
Indianapolis, Ind.—C. P. Lesh Paper Co.
Kalamazoo, Mich.—Birmingham & Prosser Co.
Los Angeles, Cal.—Western Paper Co.
Louisville, Ky.—Louisville Paper Co.
Milwaukee, Wis.—W. F. Nackie Paper Co.
Montreal, Canada—McFarlane, Son & Hodgson.
New Orleans, La.—Diem & Wing Paper Co.
New York City—H. P. Andrews Paper Co.
New York City—Bahrenburg & Co.
New York City—Clement & Stockwell, Inc.
New York City—J. E. Linde Paper Co.
New York City—Sutphin Paper Co.
New York City—White-Burbank Paper Co.
Ogden, Utah—Scoville Paper Co.
Omaha, Neb.—Marshall Paper Co.
Peoria, Ill.—John C. Streibich Co.
Philadelphia, Pa.—Garrett-Buchanan Co.
Philadelphia, Pa.—Paper House of Penna.
Pittsburgh, Pa.—Chatfield & Woods Co.
Providence, R. I.—John Carter & Co.
Pueblo, Colo.—The Colorado Paper Co.
Richmond, Va.—Anderson-Wilson Paper Co.
Syracuse, N. Y.—J. & F. B. Garrett Co.
Toronto, Canada—Barber Ellis Co.
Vancouver, B. C.—Columbia Paper Co.
Victoria, B. C.—Columbia Paper Co.
Washington, D. C.—B. F. Bond Paper Co.
Winnipeg, Can.—Barber-Ellis Co.
Zanesville, Ohio—State Paper Co.



THE HOWARD PAPER COMPANY
URBANA **OHIO**

HOWARD BOND

HOWARD LAID BOND

HOWARD LEDGER

COLLINS COVER PAPERS

Chosen for their Quality Appeal



EXPERIENCED advertisers, shrewd sales executives, good printers and skilled art managers are unanimous in one thing: printed matter must look the part.

Catalog and booklet covers must make the prospect want to read the sales message.

COLLINS *Cover Papers*

are the extraordinary products of 65 years in combining art with paper making. *Castilian* alone will sell you Collins Covers—and you have *Algerian*, *Damascan*, *Bird of Paradise*, *Velumet* and *Duotone* for variety.

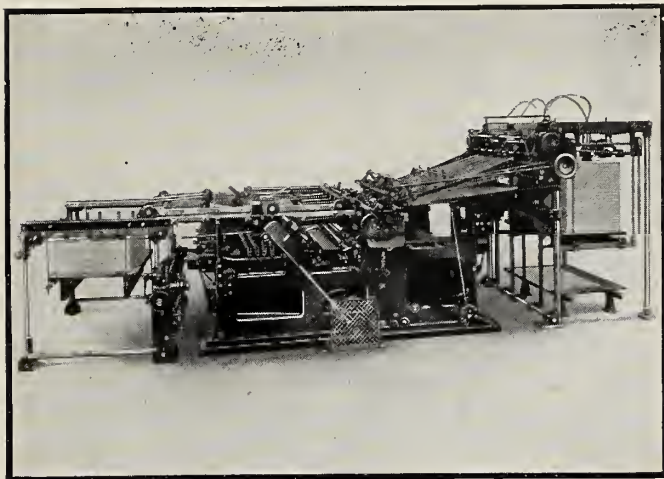
Once you see and feel the actual paper you will understand why Victor Records, Studebaker Cars, Century Magazine and other quality products are presented in Collins Covers.

Collins Quality Cover Papers are sold through recognized dealers in principal cities.

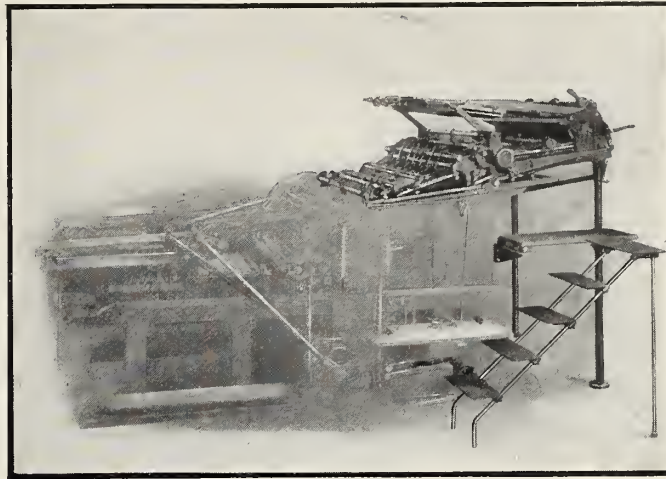
SEND FOR THE NEW ALGERIAN AND DAMASCAN PORTFOLIOS



A. M. COLLINS MFG. CO. ~ PHILADELPHIA
NEW YORK CHICAGO BOSTON CLEVELAND



Dexter Truck Loading Suction Pile Feeder



Cross Continuous Feeder

AN Automatic Feeder adds 25% to 40% to the output of the press. This increase in production will pay 100% on the investment on basis of 60% running time

TWO DISTINCT TYPES OF PRESS FEEDERS

The Dexter Truck Loading Suction Pile Feeder may be attached to all sizes and makes of Two Revolution Cylinder presses, Offset presses, Lithograph presses and Cutting and Creasing presses. Handles stock ranging in thickness from French Folio to heavy card board. Gives register that passes most exacting requirements at a speed as fast as the press will deliver. Simplifies stock handling problems.

Cross Continuous Feeder may be attached to all sizes and makes of Two Revolution Cylinder presses, and folding machines. Handles stock ranging in thickness from French Folio to 10 point board. Adapted to plants handling job, magazine, book and color work. Requires a minimum amount of space back of machine and is reloaded without stopping press or folder.

THIRTY-FIVE years of intimate contact with every class of shop has enabled us to offer types of Automatic Feeders best suited for various conditions under which each will have to work.

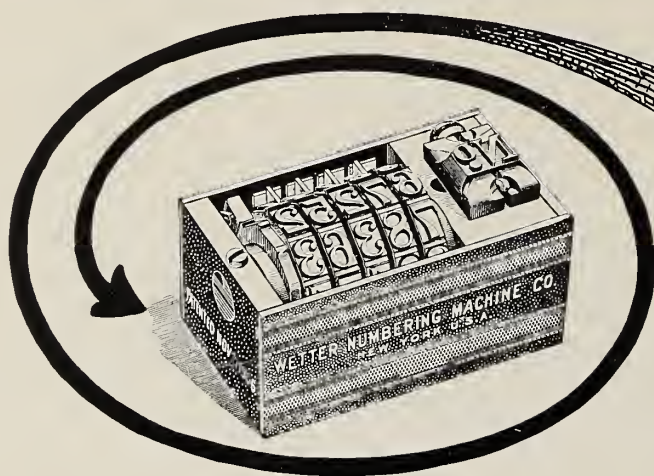
DEXTER FOLDER COMPANY, 28 West 23rd Street, New York

Folders, Cross Continuous, Dexter Suction and Dexter Combing Pile Feeders

CHICAGO PHILADELPHIA BOSTON CLEVELAND ST. LOUIS DALLAS ATLANTA SAN FRANCISCO

Increase Your Profits By Using the

WETTER



Type-High Numbering
Machine for Numbering
and Printing at One
Impression: The

“Boston Model”

is the Sturdiest Machine made and will stand
up and meet the most exacting requirements

Catalogue on Request

WETTER NUMBERING MACHINE CO.
ATLANTIC AVENUE AND LOGAN ST. BROOKLYN, NEW YORK, U. S. A.

HERCULES PRODUCTS

STEEL CHASES

Electric welded or brazed.
The best chases, the best service.

STEEL GALLEYS

Made of 18 gauge cold rolled steel,
beaded, absolutely accurate.

BRASS RULE

Strip, cut-to-measure or labor saving.
Quick service.

FORM TRUCKS

With special rounded axle shoulder.
With or without rubber tires.

AMSCOL

For removing verdigris or hard ink
from type, cuts, etc. Send for free
sample.

ELECTROL

For removing static electricity from pa-
per; especially effective in cold weather.

METAL FLUX

Superior flux for cleaning all type
metals.

ROLLER SUPPORTERS

Steel, Type high. All Standard sizes.

Selling Agents for:

PRINTERS' FURNITURE, WOOD AND STEEL
ROSBACK INK DISTRIBUTOR FOR C. & P. PRESSES
HILL-CURTIS TRIMOSAW
SERVICE STATION FOR VANDERCOOK PROOF PRESSES

QUICK SET COMPOUND
MEYER'S "GOLD SEAL" METALLIC INKS
MORGANS & WILCOX SPECIALTIES

American Steel Chase Company

122-130 CENTRE ST.

Telephone, Franklin 5482-0862

NEW YORK

A Famous Printer and the First Roller Maker

IN 1790, the year that Benjamin Franklin, American diplomat, statesman, scientist and printer, died, Samuel Bingham, the pioneer roller maker was born. With Franklin's great interest in

printing and keen appreciation of new devices, he would have welcomed the change from the ink ball to the printers' roller.

Before this the speed of the printing press was limited to the rapidity with which ink balls could be manipulated by the printer. Today we have electrically driven, high speed presses, and rollers that will run continuously at the highest speed of the press.

Hand methods in casting rollers gave place to machine casting, and today in the modern roller factory rollers can be cast and returned the day after they are received.

We manufacture Fibrous—the seasonable roller, and Duplex—the all season roller.

Bingham Brothers Company

FOUNDED 1849
ROLLER MAKERS

NEW YORK
406 Pearl Street
ROCHESTER
89 Mortimer Street
PHILADELPHIA
521 Cherry Street
BALTIMORE
131 Colvin Street



Allied with Bingham & Runge Co., East 12th St.
and Power Avenue, Cleveland, Ohio

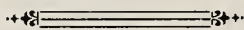


Promises may get thee friends, but non-performance will turn them into enemies.—FROM FRANKLIN'S POOR RICHARD'S ALMANAC.



GARDINER BINDING

means many things to the average printer and publisher. It means promptness—fulfillment of all promises given,—up-to-the-minute equipment—day and night service on publications and reasonable charges for the best work obtainable



Gardiner Binding and Mailing Company

80 Lafayette Street (Franklin to White Sts.) New York City

TELEPHONE 4140-1-2 FRANKLIN



1706

1790

Benj. Franklin

SON of a tallow chandler, born in Boston, 1706. Printer. Published an almanac known as "Poor Richard's Almanack" famous for its wise proverbs. Printed and edited the best newspaper in the American colonies. Post-Master General. Proved by kite in 1752, that lightning of the clouds was electricity. Promoted literary institutions. Influential in repealing Stamp Act. One of the committee to draft the Declaration of Independence, negotiated the treaty with France, 1776, without which the Revolution could hardly have succeeded. Assisted in making treaty of peace with England 1782. Took part in framing the Constitution of the United States 1787. Died 1790, aged 84, and it was said he wrested the lightning from the sky and the scepter from tyrants.

1851 — 1923

Craske-Felt Company, Inc.

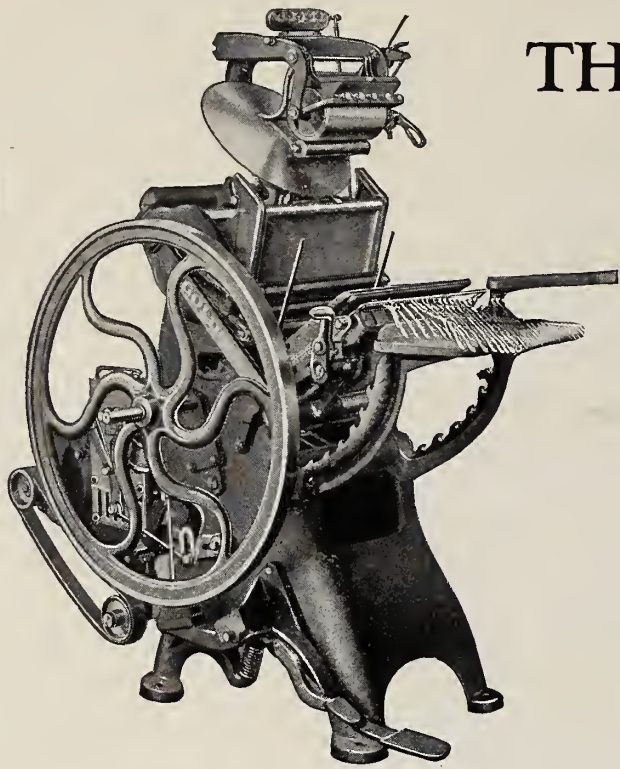
Electrotypes

80 LAFAYETTE STREET

PHONE, FRANKLIN 4110

New York





THE GOLDING JOBBER

Will Give You a Cleaner and Sharper Impression—More Work, Better Done

The Golding Jobber can do this because of its greater impression strength and durability, excellent distribution, high mechanical speed, ease of feed at high speed, features for quick make-ready, and features generally for the economical production of the better character of work.

The Golding Jobber is noiseless acting and in every way preferable for the variety of work coming within the province of the job print shop.

The illustration shows the Golding Jobber size 10 x 15 inches, complete with automatic brayer fountain, duplex distributor, safety feed guard, counter, individual electric motor and variable speed control.

THE PEARL CUTTER

The Pearl is a leader among small cutters for cutting stock in quantity. It is in large use by small print shops and multigraph shops for cutting stock to special sizes as required; by banks, department stores, and large commercial houses for cutting the margins from their monthly statements; and by photographers for cutting sensitized paper in quantity and to exact size for printing.

Exceedingly low priced, but broadly guaranteed as to accuracy, durability and workmanship.

The Base is a desirable feature as a waste receptacle.

Made in sizes 14½ and 19 inches. Cutting depth 2". Both sizes can be furnished with or without cast iron base.



The Improved PEARL PRESS

Every Print Shop Should Have a Pearl Press for the Small Work

The Pearl is the fastest platen power press made. It is easily fed at high speed. Any boy or girl will just naturally fall into the swing of it and will produce the small work at a reduction in the actual percentage of cost for labor, interest, power, rent and maintenance, as compared with the results secured from the same work done on the larger press.

The Pearl Press for small work—is efficiency.

Made in sizes 5x8 and 7x11 inches. Illustration shows the 7x11 inch size with complete equipment.

WRITE TODAY FOR DETAILS AND PRICES

GOLDING MANUFACTURING COMPANY

THE GOLDING ART JOBBER

A Versatile Press for the Production of Quantity and Quality Work

Printers who have used the Golding Art Jobber are very enthusiastic about it because of its ease of feed, quick make-ready, excellent distribution, durability, high speed and quality of production.

THE GOLDING ART JOBBER is extraordinarily productive on the regular run of job printing; it is well adapted to the printing of large rule forms, large half-tone and plate forms and booklet halftone pages; also does good printing on wood and is strong enough for embossing work.

THE ILLUSTRATION SHOWS the Golding Art Jobber No. 18—12x18 inches—complete with full length automatic brayer fountain, duplex distributor, vibrating roller, adjustable rollerways, safety feed guard, counter and power fixtures. This press is also made in size of 15x21 inches. Both sizes can be furnished complete for operation by individual electric motor.

Unusual jobs are done with ease and at an extra profit with THE GOLDING ART JOBBER!

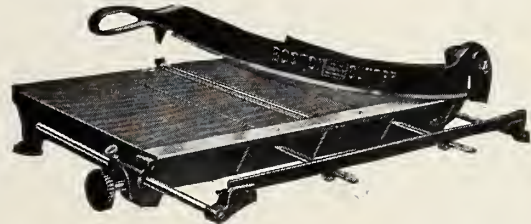


TABLET PRESS



The Golding Tablet Press is an excellent device for padding and bundling stationery and padding discarded stationery for scratch pads. It is made in two sizes, the larger size holding up to five thousand sheets of stock of size up to 8½x16 inches.

BOSTON CUTTER



An ideal appliance for cutting and trimming single sheets of paper, cardboard, wood veneer, thin leather, canvas and rubber fabric, cloth, etc. Has adjustable front, back and side gages of steel, iron frame; mahogany table and knives of best tool steel tempered for long wear. Made in sizes 12, 16, 24, and 36 inches.

The Improved GOLDING AUTO CLAMP CUTTER

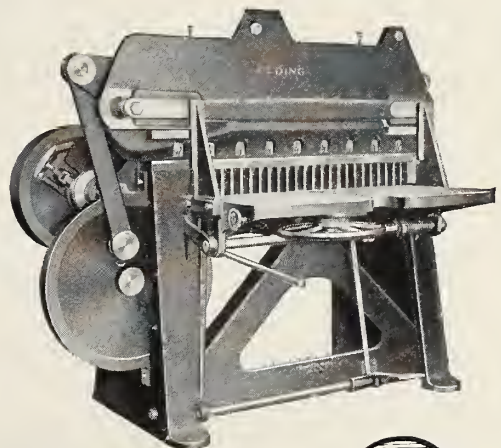
Here is an automatic clamping, power paper cutter that is meeting to perfection, the requirements of the medium sized job print shop. There is much economy in Automatic Clamping.

There are two sizes having cutting widths of 36 and 42 inches, respectively. The cutting depth is four inches.

All parts are strongly ribbed and reinforced for strength and durability. The knife has a double shear action, the shear increasing with the depth of the cut.

Some special features are the three part finger back gage, scored bed, graduated scale on bed, foot lever for clamp adjustment, safety control lever; and a fool-proof clutch which automatically trips after each cut. The Operating Clutch is positive and noiseless.

The lowest priced auto-clamp paper cutter made. Broadly guaranteed as to accuracy, durability and workmanship.



WRITE TODAY FOR DETAILS AND PRICES

FRANKLIN, MASSACHUSETTS



He wanted eight distinct colors He found twelve!

THE advertising manager of a nationally known concern needed eight distinct colors in an inexpensive bond paper to use for certain forms.

He told us that he had investigated every sulphite bond paper on the market and could not find the colors. "I've looked at them all," he said. "It's no use. There's not enough difference between them."

But we found that he hadn't seen Basic Bond. We sent him samples. Right back came an enthusiastic letter. "I wanted eight colors. I found twelve — and they're distinctive, just what I need!" he wrote. "Basic Bond is the only paper of its kind that offers such advantages in color."

Twelve easily recognized, distinct colors!

BASIC BOND

"Best By Every Test"

THE WHITAKER PAPER COMPANY





Dexter's Princess Paper

DEXTER'S PRINCESS COVER PAPER is pleasing and practical for every booklet and catalog requirement. That is what makes it a staple article in the printing field unaffected by passing fads or fancies. It is made with both rough and smooth surfaces, in Scarlet, Orange, Wine, Brown, Black, Sylvan Green, Chocolate, Bottle Green, Purple and Dixie Gray. Ask for Sample Folder that will go in your letter files.

FOR those using Princess Cover Paper we supply a Complimentary Cover Cut Service in two sizes, $5\frac{1}{2} \times 8$ and 7×10 . The design herewith is No. J-12. Send for particulars of Free Cover Cut Series and Proofs on Princess Paper.

C. H. Dexter & Sons, Inc.

Windsor Locks
Conn.



Ideas for 1923

EACH year, for several years, S. D. Warren Company has issued a series of booklets designed to be helpful to any person who planned, prepared, or used direct-by-mail advertising.

These helps took the form of books, bulletins, or pamphlets and were distributed to advertising men, printers, engravers, art services, and other advertising affiliations through local paper merchants who sell Warren's Standard Printing Papers.

While they were demonstrative of the uses and qualities of Warren Standard Printing Papers, they were intended to be of constructive help in preparing sales stuff that was printable, comely, modern, and legible.

The 1923 series will present new thoughts and examples of combining art with horse sense. They are the work of our advertising department in cooperation with a Committee of Paper Merchants and George Batten Company, Inc.

If you are interested in these pieces as they come out, write us, telling the nature of your position and the chief printing problem you have to encounter.

S. D. WARREN COMPANY, BOSTON, MASS.

WARREN'S

STANDARD PRINTING PAPERS



SUNBURST COVERS

Caution

As every printer knows, great care must be taken in selecting the cover paper for a booklet job, in order to find one that will produce the proper background for the design.

SUNBURST never fails, as it possesses an ideal printing surface, while the diversity of tones afford a harmonious background for every possible color combination. Sunburst Paper is so decorative in itself that it adds distinction to even the most unpretentious cover design.

“CONSTRUCTIVE COVER DESIGNING”

Is the title of a large leather bound Poster Designing Book we will publish this spring. Why Sunburst Paper helps to produce striking and artistic designs is more easily shown than told, so we have put into this book 75 full page 11 x 14 poster cover designs, reproduced in 75 different color combinations. These designs are all original drawings, never have been used before and are at once an art exhibit, a graphic arts reference book, a printers' working manual, and the salesman's order-getter.

At the bottom of this page is a coupon requesting full information about *Constructive Cover Designing*. Fill in and mail at once to obtain our special pre-publication offer.

HAMPDEN GLAZED PAPER & CARD CO.
HOLYOKE, MASSACHUSETTS

----- FILL IN, CLIP AND MAIL -----

HAMPDEN GLAZED PAPER & CARD CO.
HOLYOKE, MASS.

Name

Address

I am interested in "*Constructive Cover Designing*" and would like full particulars of your Pre-Publication offer.

.....



BENJAMIN FRANKLIN made good as a printer — both as a craftsman and a business man — because he used the same methods and ideas now being sent out through the Franklin Printers Service

The spirit of dear old Ben prevails in every feature of the Service — a respect for the interests of the customer and a fair return to the printer — and always the newest ideas in printing and advertising

The PORTE PUBLISHING CO.
Salt Lake City, Utah

45.7% Annual Savings on Original Cost of the MEISEL TRANSFER PRESS

By installing this remarkable transfer printing machine—one of the finest types of modern rotary printing press—the Chicago Surface Lines have not only solved their complicated transfer problems, but they have been able to save the investment cost of the installation in a little over two years. They print them at the rate of 121,000,000 a month or approximately 530,000 per working hour. These figures can be found in their annual report for the fiscal year ending January 31, 1920.

The latest Chicago report—for the fiscal year ending January 31, 1922—shows that they have actually reduced the cost of printing transfers to 9.3 cents per thousand. Included with that year's transfers were more than a hundred million printed as rebate slips in case the eight-cent fare was not sustained. They also printed their form notices. These points merely indicate the wide range of usefulness of the MEISEL Press.

Similar installations are saving money for the railways in St. Louis, Brooklyn and New York.

With a Meisel Rotary Press you can get what you want when you want it.

Write us what you want to accomplish.

We will supply the press to do it.

MEISEL PRESS MFG. CO.

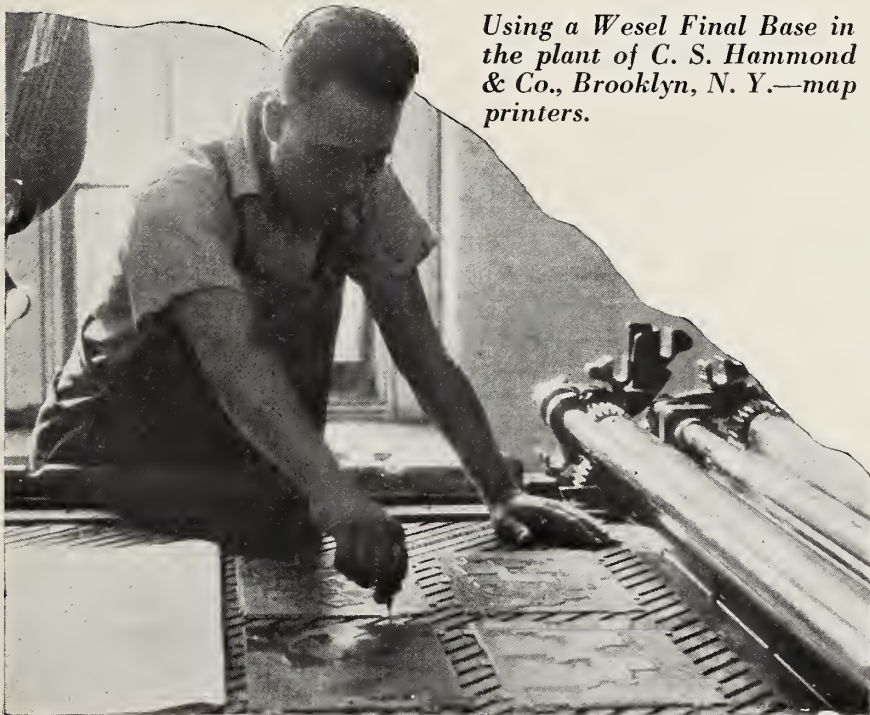
946 DORCHESTER AVE.

BOSTON, MASS.



Reg. U. S. Pat. Off.

WESEL Final Base



Using a Wesel Final Base in the plant of C. S. Hammond & Co., Brooklyn, N. Y.—map printers.

Permanency

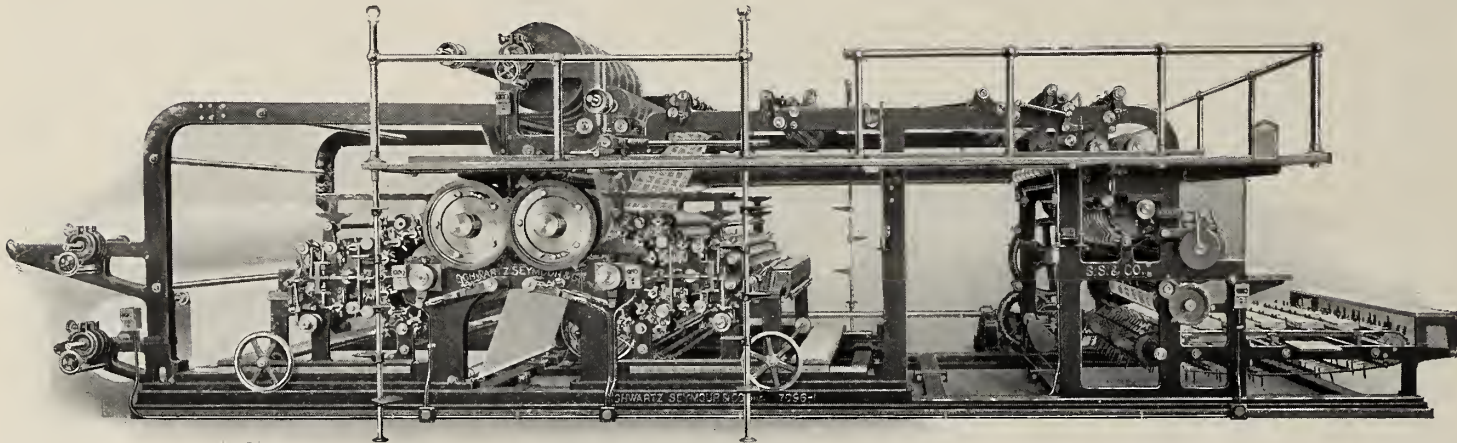
NO upkeep costs, replacements are rare—Base and Hook both are built for *lasting* service.

Its *Permanency* is another reason why the Wesel Final Base is the most economical and satisfactory.

F. Wesel Manufacturing Co.
72-80 Cranberry Street
Brooklyn, N. Y.

Chicago Branch: 431 So. Dearborn St.

The Latest Single and Double Web Electro-Plate Magazine Presses for black and color printing



The above picture shows the very latest and most up-to-date Electro-Plate Single Web Printing Press with Folder for printing and folding signatures of the highest quality, producing 96 pages to every revolution at 5000 revolutions per hour.

Two of these presses built for Cuneo-Henneberry Co., Chicago; one for Art Color Printing Co., New York City; one for R. R. Donnelly & Sons Co., Chicago.

SCHWARTZ, SEYMOUR & CO., Inc.

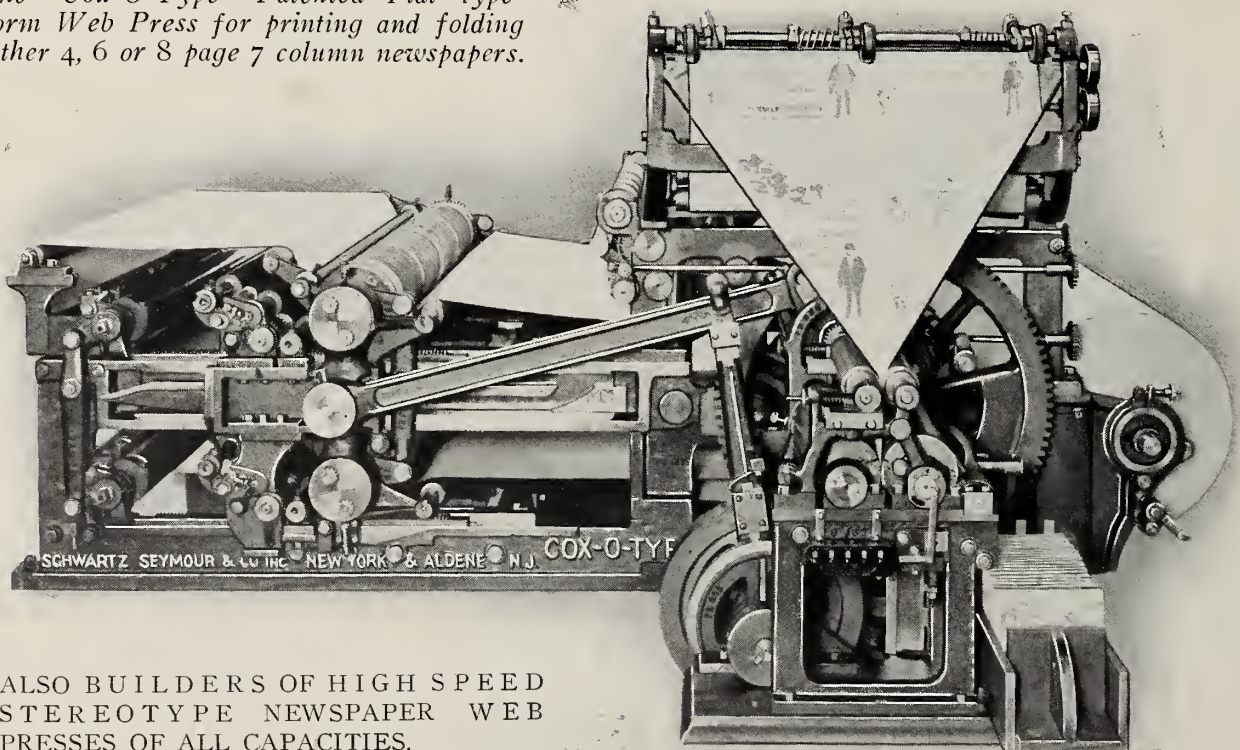
Designers, Patentees and Manufacturers of

Printing Presses and Printing Press Machinery

New York Office: 209 WEST 38th STREET

Plant: ALDENE, NEW JERSEY

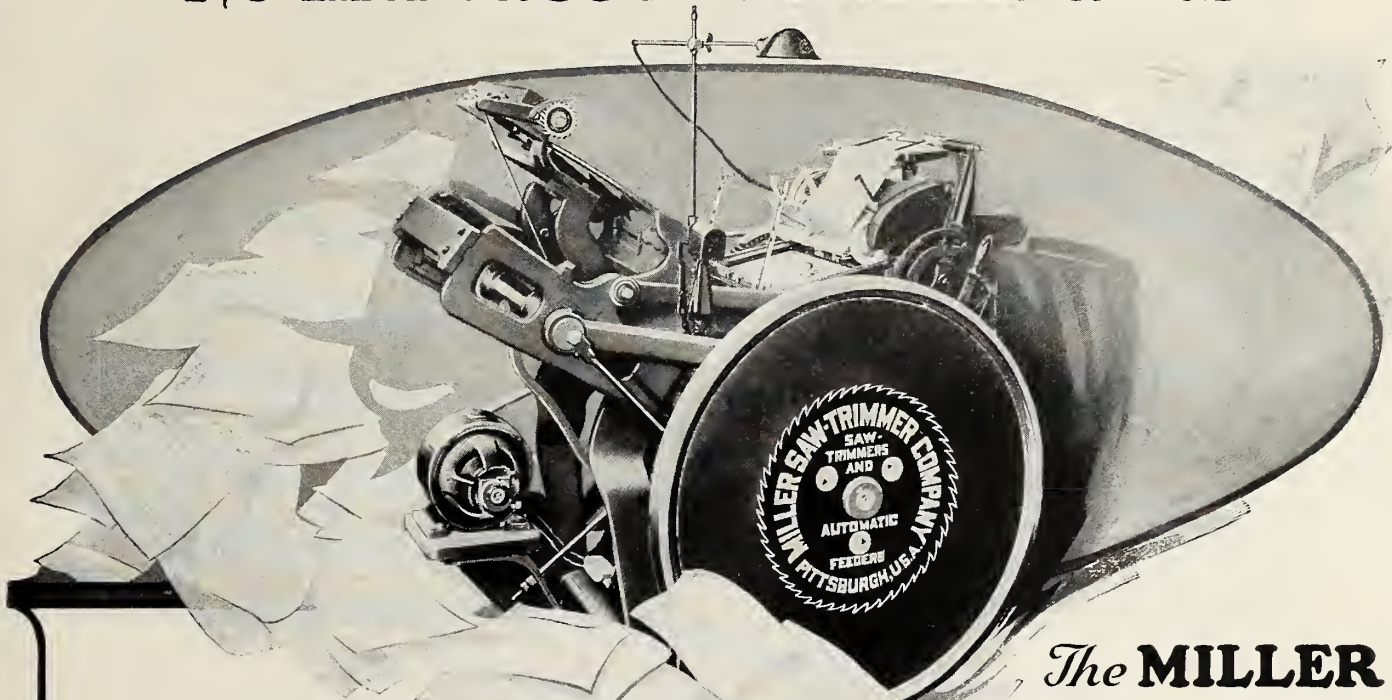
The "Cox-O-Type" Patented Flat type-form Web Press for printing and folding either 4, 6 or 8 page 7 column newspapers.



ALSO BUILDERS OF HIGH SPEED
STEREOTYPE NEWSPAPER WEB
PRESSES OF ALL CAPACITIES.

DOUBLE PRODUCTION

No Increase in Machine Units



*The MILLER
Ideal Unit*

THINK what it means to you printers who are operating your plants under *obsolete hand-fed conditions*, when by the simple, safe investment in **MILLER AUTOMATIC FEEDERS** you at once *realize dividends of from 50 to 100 per cent increase in production*, with no increase in machine units and the assurance of a saving of anywhere from *25 to 50 per cent in operating costs!*

If you really *have had your fill* of disappointments, traceable to the unstable human element of hand-feeding, *there is a way out*. The answer is:

MILLER FEEDERS

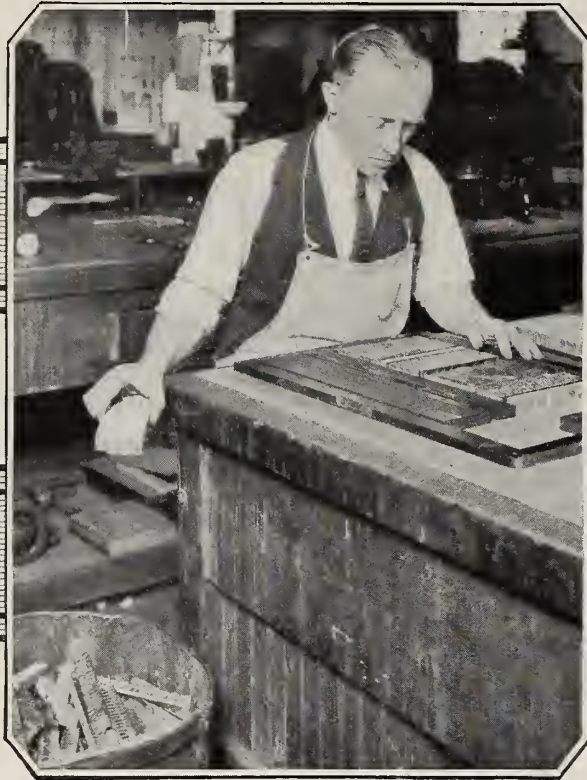
Thousands are using them, why not you? Your request will bring full particulars, prices and terms—explains how you can put **MILLER FEEDERS** on your payroll, and let them “*pay as they earn.*”

Miller Saw-Trimmer Co.

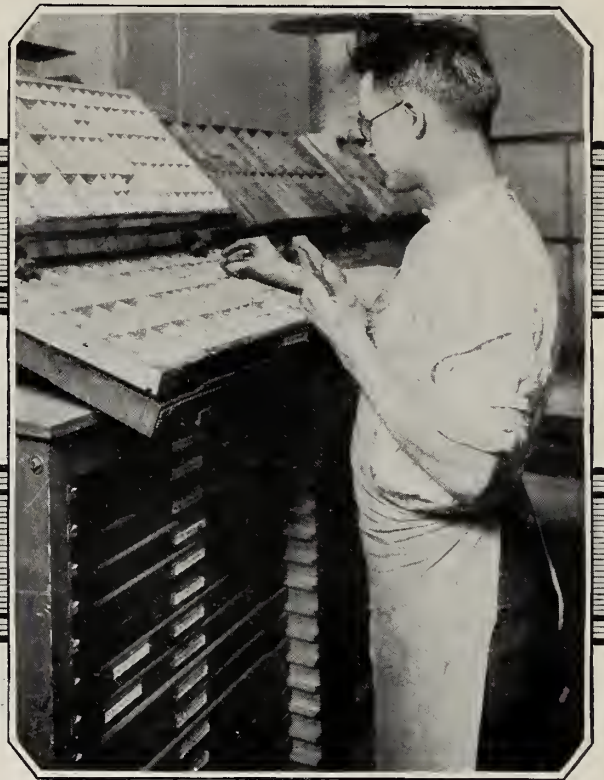
PITTSBURGH, U. S. A.

Branches: Atlanta · Boston · Chicago · Dallas
Detroit · Los Angeles · Minneapolis
New York · Philadelphia
San Francisco





Are YOU profiting by non-distribution?



Or paying for expensive hand distribution?

Save Money with Display Intertypes

Glance through any issue of your newspaper, or any of your job work, and note how much display type is set in 36-point and smaller sizes.

Have you ever considered how much you could save by setting all that display composition—up to full width 36-point bold—on Intertypes?

Of course you would need a wide range of sizes and faces. **We have them.** And we also have machines so flexible that the operator changes from one face to another as quickly as a hand compositor can change from one type case to another.

Display composition on Intertype slugs is very profitable. It saves time. The slugs are easy to handle, easy to make up. **And there is no distribution.**

Incidentally, the Intertype is the **only** line composing machine which sets display and ordinary text composition on slugs up to 42 ems (7 inches) in width.

Let us go into this with you, without obligation on your part, and demonstrate what you could save by setting display on Intertype slugs.

Intertype Corporation

50 Court St., Brooklyn, N. Y.

Middle Western Branch, Rand-McNally Bldg., Chicago

Pacific Coast Branch, 560 Howard St., San Francisco

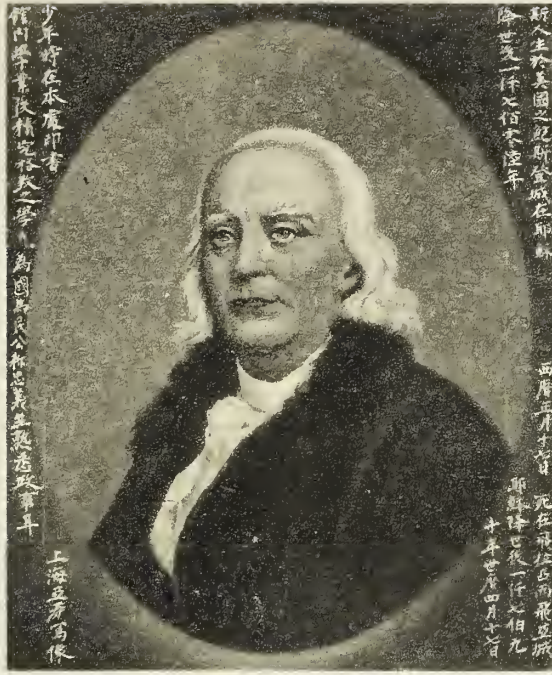
Southern Branch, 160 Madison Ave., Memphis

Canada: Toronto Type Foundry Co., Ltd.

England: Intertype Ltd., 15 Britannia St., London, W. C. 1

INTERTYPE

This advertisement was set throughout on an Intertype, including the 30-point display, in the Intertype Century Series.



BENJAMIN FRANKLIN

FROM THE PAINTING BY A CHINESE ARTIST

REPRODUCED BY PERMISSION OF THE METROPOLITAN
MUSEUM OF ART



THE JAPAN PAPER COMPANY

has imported from

*China, Japan, Korea, France, Belgium, Italy,
England, Spain and Sweden*

*a selection of Handmade Papers carrying the
charm and distinction of the Orient and the
Old World, each sheet an example
of the Paper Makers' art and
suitable for fine books*

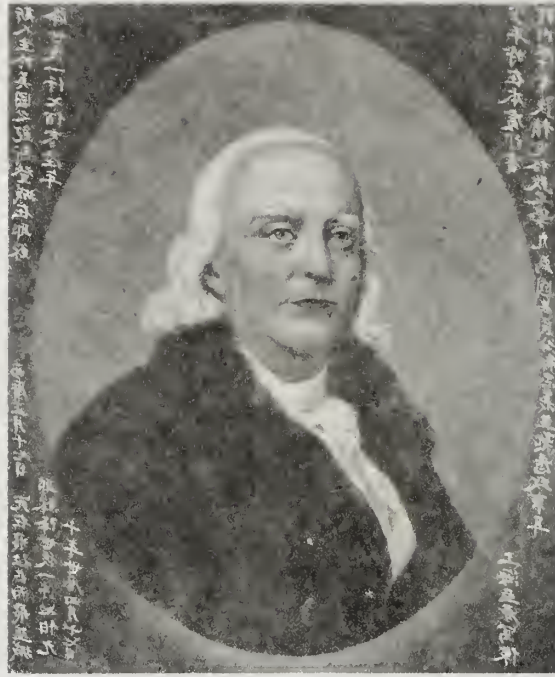
& fine printing

JAPAN PAPER COMPANY

Philadelphia

New York

Boston



BENJAMIN FRANKLIN
 FROM THE PAINTING BY A CHINESE ARTIST
 REPRODUCED BY PERMISSION OF THE METROPOLITAN
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 Old World, each sheet an example
 of the Paper Maker's art and
 suitable for fine books
 & fine printing

JAPAN PAPER COMPANY

Philadelphia New York Boston



*While Franklin's quiet memory climbs to Heaven,
Calming the lightning which he thence hath riven,
Or drawing from the no less kind led earth
Freedom and peace to that which boasts his birth.*

—BYRON, *The Age of Bronze*

The Business Paper of the American Printing Industry
Established in July 1885

VOLUME 76 JANUARY 20 1923 NUMBER 2

Twice a Month

\$4.00 a Year



Foreign \$5.00

The Portraits of Benjamin Franklin

BY JOHN CLYDE OSWALD

PORTRAITS of few men have been painted so often during lifetime as was the case with Benjamin Franklin. His long career, his varied pursuits, his distinguished accomplishments and consequent fame, the fact that he lived for many years each in three different countries—all these circumstances added together made for both quantity and variety in his portraiture.

Charles Henry Hart, whose researches added greatly to Franklin lore, said in an article in *McClure's* magazine in 1897 that only sixteen Franklin portraits, many of them replicas, could be satisfactorily authenticated. All others he rejected as "apocryphal," as being based upon some other painting or piece of sculpture and therefore not made from life or as being a portrait of some person other than Franklin and wrongly ascribed.

Franklin, like Washington, found sitting for his portrait an irksome task. Under date of June 25, 1780, he wrote from France to Thomas Digges in part as follows:

I have at the request of friends, sat so much and so often to painters and statuaries, that I am perfectly sick of it. I know of nothing so tedious as sitting hours in one fixed posture. I would nevertheless do it once more to oblige you if it was necessary, but there are already so many good likenesses of the face, that if the best of them is copied it will probably be better than a new one, and the body is only that of a lusty man which need not be drawn from the life; any artist can add such a body to the face. Or it may be taken from Chamberlin's print. I hope therefore you will excuse me. The face Miss Georgiana has is thought here to be the most perfect. Ornaments and emblems are best left to the fancy of the painter.

More than a month previously he had written to Fournier, the French type founder, a letter in French which has been translated, as follows:

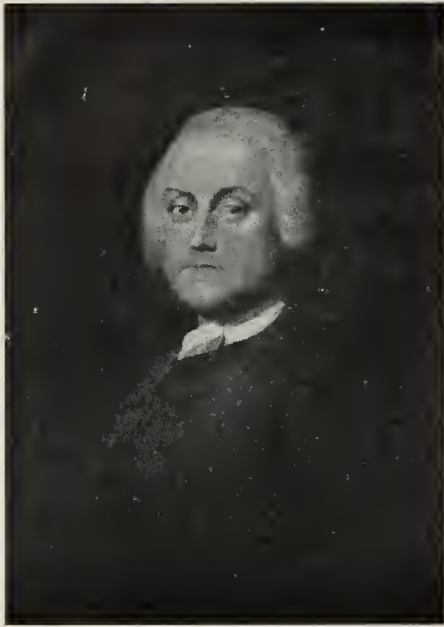
I speak French so poorly that I am not surprised to find that you did not understand me in connection with the portrait that you desired. When I mentioned Mr. Duplessis it was for the purpose of telling you that the artist having made a good portrait of me in large size for M. de Chaumont, he could copy it in miniature for you. But as you prefer to have it made after life, I have consented to oblige you and pose for any artist you might wish to employ, although it is a very tedious matter for me and I have refused several already. It would seem from a few expressions in your letter that you understand that I pay the artist. Therefore, we must understand each other better before starting, for although I feel flattered at the honor that you will do me to accept my portrait, I wish to

advise you that I am neither rich nor vain enough to have copies made at eight or ten louis each to give them away and at the same time I do not think that they are worth the expense you wish to make for them.

The most familiar and the most famous portraits of Franklin are those by Joseph Sifrède Duplessis, who many times painted "le grand Americain," as Franklin was called in France. Duplessis's portraits of Franklin are in the possession of the Pennsylvania Academy of Fine Arts, Philadelphia, the Corcoran Gallery of Art, Washington, the Metropolitan Museum of Art, New York, the New York Public Library, the Boston Public Library, the Boston Museum of Fine Arts, and several others are in private hands. The New York Historical Society possesses what is either an original Duplessis or a good copy. It was purchased by Louis Durr and presented by will with more than one hundred and fifty other paintings to the Society on Mr. Durr's death in 1880. It is accepted by experts as a genuine Duplessis, but is not signed or inscribed on the back, and there is no record of its history.

Duplessis was conservator of the Museum at Versailles and an Academician, who painted portraits of personages of distinction, among them Louis XVI and the French Monarch's great Director-General of Finances, James Necker. A contemporaneous French reference to Duplessis is to the effect that he "was distinguished by a beautiful intelligence, by his effect of light on flesh and accessories, by a free pencil, much feeling and correct coloring." A statue was erected in Versailles to his memory and one of the city's streets bears his name.

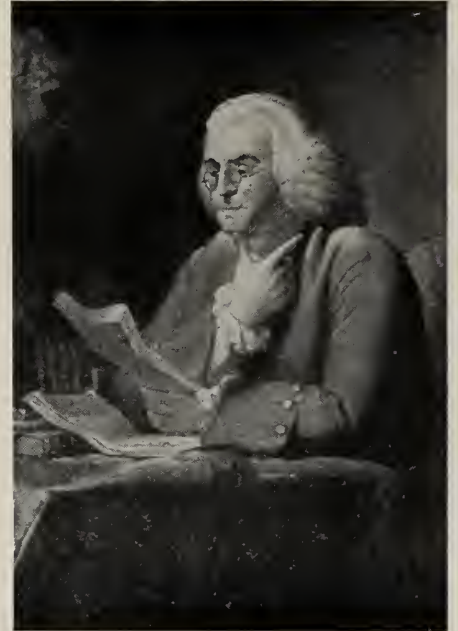
The Duplessis portraits, excepting the pastel in the New York Library, are known as "fur collar" portraits. Duplessis painted the first one in 1778 for M. Donatien le Ray de Chaumont, mentioned in the letter to Fournier, previously quoted, whose "petite maison" at Versailles Franklin occupied. Richard S. Greenough, the sculptor who did the Franklin statue in front of the City Hall in Boston, is quoted as saying that Franklin's fondness for fur in his pictures is due to the fact that fur was used as a professional badge by the early printers. Where Mr. Greenough got his information is not known.



Wilson



Chamberlin



Martin

Early portraits showing the wig which Franklin afterwards discarded for the fur cap

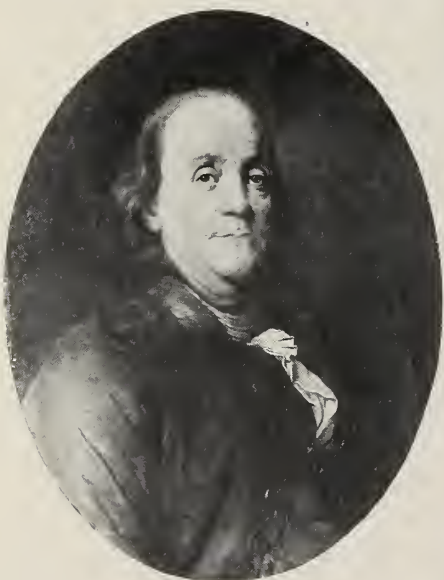
The Duplessis pastel was done in 1783. It was presented by Franklin to M. Louis Veillard, Mayor of Passy, the district in which Franklin lived, to whom was presented also the original manuscript of the famous autobiography. The pastel is a gift from John Bigelow, at one time United States Ambassador from the United States to the Court of Versailles, to the New York Public Library. It will be recalled that it was Mr. Bigelow who discovered the original manuscript of the autobiography, both it and the Duplessis pastel being in the possession of M. de Senarmont, a member of the Le Veillard family by marriage. The pastel hangs not in one of the exhibition rooms in the Public Library, but in the trustees' room, where by the terms of Mr. Bigelow's gift it is to remain.

Another portrait painted by Duplessis in 1778 has recently come under the ownership of a private collector in New York, Col. Michael Friedsam. Franklin

presented this portrait at the close of his ministry in Paris to the Perier Brothers, engineers and owners of the famous Chaillot fire engine, with whom he was on terms of intimate friendship and in whose family, until the purchase by Col. Friedsam, it had since remained.

A miniature of the "fur collar" variety by Duplessis is owned by Mrs. Edward P. (Ellen Duane) Davis, of Philadelphia, a lineal descendant of Franklin.

The earliest authentic portrait of Franklin is the one painted by Matthew Pratt in Philadelphia in 1757, just before Franklin at the age of fifty-one left upon his first mission to England as representative of the American Colonies. Pratt was an American artist who was practically self-taught, having



Metropolitan Museum

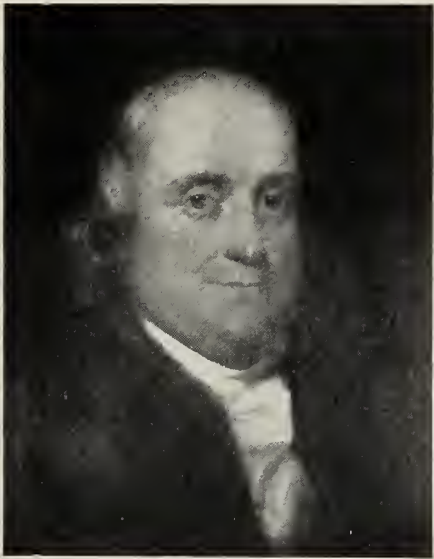


Boston Museum



Friedsam

Three of the several paintings by Duplessis



Folger



Cochin



Wright

A familiar and two unfamiliar Franklin portraits. This is believed to be the first publication of the Folger portrait

had no foreign training. He was born in 1734 and lived to be seventy-one years of age. His father was an intimate friend of Franklin.

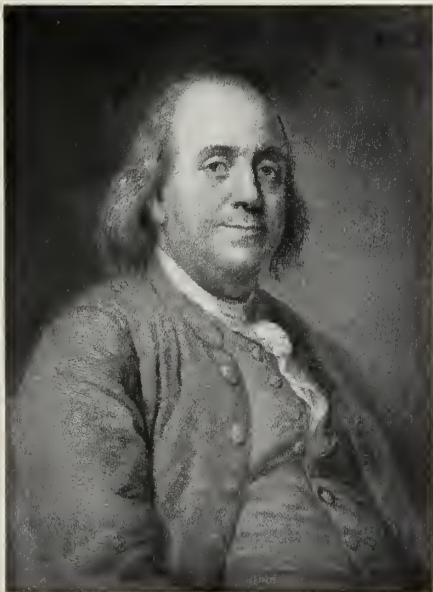
The Mason Chamberlin portrait was done in 1762 and therefore represents Franklin at fifty-six years of age. Chamberlin was one of the original members of the Royal Academy. He exhibited the portrait at the Society of Artists in 1763. It was bought by Joshua Bates, an American banker who lived in England and was a member of the firm of Baring Brothers. Bates served as umpire when the Joint Committee representing the United States and Great Britain could not agree in their attempt to settle the claims growing out of the war of 1812. Bates died in 1864 and the portrait passed to his daughter, who had married M. Sylvain Van de Weyer, for many years Belgian minister in London. It is now in the possession of M. Knoedler & Co. of New York, by whose permission it has been reproduced in the original colors in this connection. Jared Sparks, Frank-

lin's biographer, designated the portrait as "one of the best ever taken of Dr. Franklin." Franklin in a letter to Mrs. Deborah Franklin dated September 1, 1773, said:

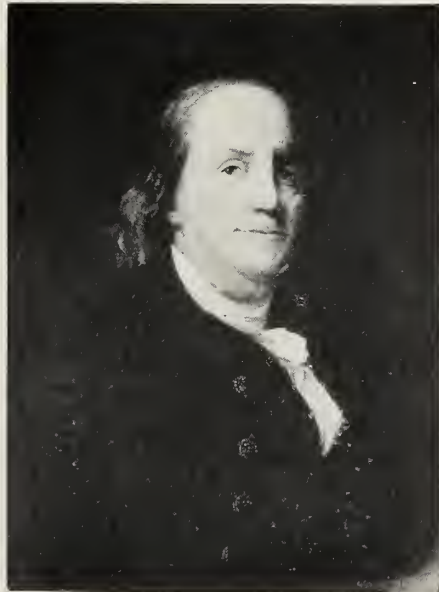
To the French edition they have prefixed a print of your old husband, which, though a copy of that by Chamberlin, has got so French a countenance that you would take him for one of that lively nation.

Chamberlin painted an original and a replica of Franklin. Harvard University possesses a copy by G. D. Leslie.

Benjamin Wilson painted several portraits of Franklin. One of them, done in 1759, hangs in the White House at Washington. It was in the possession of Mrs. Deborah Franklin in Philadelphia at the time of the taking of Philadelphia by the British under Lord Howe, in 1777. A number of British officers, among them the ill-fated Major John André, occupied the Franklin residence and when they left Major André took with him the Wilson portrait of Franklin,



Duplessis pastel



Greuze



Peale

Contemporaneous portraits showing Franklin's appearance without wig or fur cap

which he later presented to General Sir Charles Grey. Franklin in a letter written in Philadelphia in 1788, after his return from France spoke of this theft as follows: "Our English enemies, when they were in possession of this city and this house, made a prisoner of my portrait, and carried it off with them, leaving that of its companion, my wife, a kind of widow." This letter was written to Mme. Lavoisier, who was herself an artist, in acknowledgment of a painting of Franklin by her. He concluded by saying: "You have replaced the husband, and the lady seems to smile, as well pleased."

The Wilson portrait in Washington hung for more than a hundred years in Howick House, the ancestral home of the Greys, and it was seen there by Joseph H. Choate, Ambassador from the United States to the Court of St. James, who suggested that it ought to be returned to the United States and that 1906, the two hundredth anniversary of Franklin's birth, would be an appropriate date for the restoration. The suggestion appealed favorably to Earl Grey, the head of the family and at that time Governor-General of Canada, and the portrait was later sent to Theodore Roosevelt, then President of the United States. It was placed in the White House, where it will doubtless remain permanently. It was replaced in Earl Grey's home by a copy made by William M. Chase.

It will be noted that like the Martin and Chamberlin portraits, it shows Franklin wearing a wig, which article he discarded in later years. He said of the portrait that it was "allowed by those who have seen it to have great merit as a picture in every respect."

Benjamin Wilson (1731-1788) was a student of electricity and it was but natural that he and Franklin should become friends. He wrote a number of books on the subject and was a member of the Royal Society, which awarded him a gold medal. In addition to being a painter he was also an etcher of ability.

Joseph Wright, a painter of Franklin portraits, has not usually been given more than passing mention in discussions of the subject, but in the light of recent discoveries he is evidently entitled to much more notice than that. According to Mr. Hart, who wrote an extensive communication to the *Pennsylvania Magazine of History*, published in July, 1908, Wright painted three and possibly four portraits of Franklin. He was the son of Patience Wright, an American artist, who modeled a portrait in wax of Franklin that he presented to Mary Hewson, the married daughter of Mrs. Stevenson, at whose house in Craven Street, London, he lived while agent for the Colonies in England. It descended from her to her grandson, C. S. Bradford of West Chester, Pa.

Joseph Wright (1756-1793) was born in Bordentown, N. J. He studied in London under Benjamin West and John Hoppner. He painted portraits of the Prince of Wales, afterward George IV of England, and George Washington. The latter said of him that he "is thought on a former occasion to have taken a better likeness of me than any other painter has done." Washington appointed him the first engraver and die sinker to the United States Mint, located in Philadelphia. He designed the first United

States coins and medals. In his will he described himself as "miniature painter and engraver."

It was Mr. Hart's belief, based upon exhaustive research, that the portrait in the possession of the Royal Society of London ascribed by the Society as "anonymous" and the portraits in the Corcoran Gallery of Art in Washington ascribed to Duplessis, that in the Boston Public Library, ascribed to Greuze, and that owned by the descendants of Richard Oswald in their ancestral home in Auchincruive, Ayrshire, Scotland, were all executed by Joseph Wright.

It will be remembered that Richard Oswald was the "go-between" in the negotiations which finally brought an end to the war between England and the American Colonies. He was a member of the Peace Commission, to the British members of which Caleb Whitefoord was secretary. Whitefoord's correspondence shows that he employed Wright to paint at least three portraits of Franklin. In a letter to the American Philosophical Society dated February 25, 1791, accepting membership in that body, he mentions the Franklin portrait by Wright which he says he had presented to the Royal Society. The accompanying halftone of it was made from a photogravure reproduction in the *Pennsylvania Magazine of History* accompanying Mr. Hart's article.

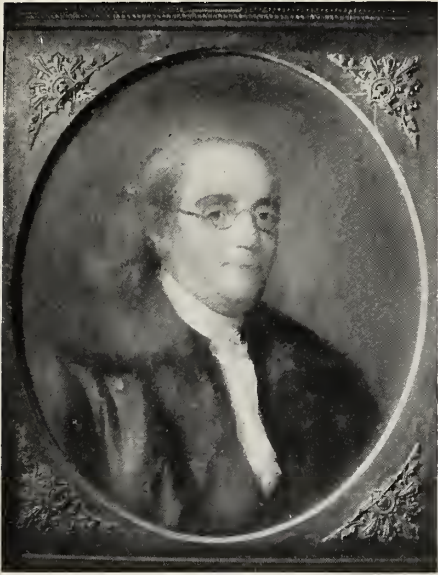
William Hodgson acted for exchanges of American and British prisoners during the war. In a letter written by him October 14, 1782, he says: "If the above bill on L'Orient is honored you will please to apply the whole or what part you please to Mr. Wright for the picture, which when proper opportunity offers, I am expecting." The Corcoran Gallery picture was purchased in 1885 from Henry Stevens and is inscribed: "This portrait of Dr. Franklin was painted in Paris in 1782 and was presented by him to Mr. William Hodgson of Coleman Street as a token of his regard and friendship." Mr. Hart believed this statement to have been made in error so far as the presentation by Franklin to Hodgson is concerned and that the painting is the one by Wright paid for by Hodgson as stated in his letter.

The portrait referred to as being in the Boston Public Library was presented to it by Gardner Brewer in 1872. In 1859 it was in the possession of Joseph Parkes, son-in-law of Joseph Priestley, the English scientist, who will be recalled as the long-time friend and correspondent of Franklin.

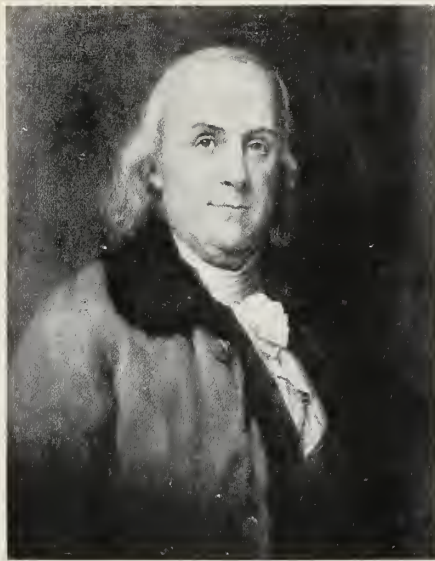
Richard Oswald and Benjamin Franklin exchanged portraits. It was because of the three-cornered association between Oswald, Caleb Whitefoord and Joseph Wright, and the further fact that the location of none of the Wright portraits was at that time definitely known, that Hart attributed the portrait in the possession of Oswald's heirs to Wright.

R. A. Oswald, a direct descendant, wrote in 1892 that the portrait resembles the Duplessis originals and that he thought it was by that artist, although there is no direct evidence to that effect. The Wright and Duplessis portraits were painted at points not very far distant in point of time and there is therefore a marked resemblance in them.

Jean Baptiste Greuze, a Burgundian, born in 1725 and who lived to be eighty years of age, is probably



Guillaume



Longacre



Vanloo

Three interesting copies of Franklin portraits

the best known of the painters who did portraits of Franklin. His was a pastel, executed in 1777. It was thus described by a contemporaneous French writer: "The portrait of Franklin is especially notable. It would be difficult to find a more characteristic expression. We there see kindness happily allied to high spirit; an equal love of humanity and hatred of tyranny."

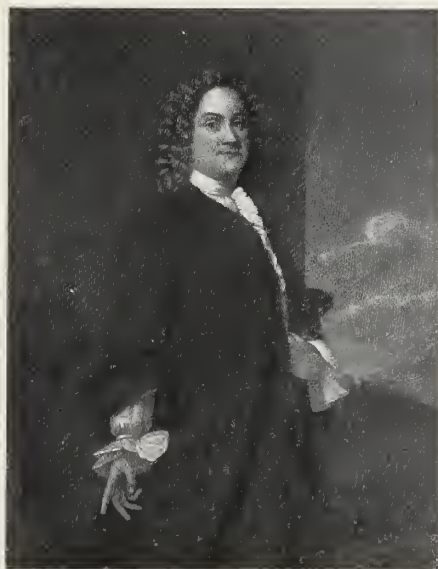
A copy by Guillaume said to be of the Greuze painting is owned by the Virginia Historical Society, Richmond, Va. The original painting was given by Franklin to M. Beyer, a French inventor, employed by the French Government to superintend the construction and arrangement of lightning rods on the public edifices and monuments of Paris. He gives the following account of an invention suggested by Dr. Franklin: "M. Franklin, during his residence at Paris, desired to have a means of writing without being seen. I invented for him *des tablettes mecaniques*, by means of which one may write in his pocket without looking at what he writes, and without danger of making mistakes." The portrait is supposed to have been presented in return for this kindness.

It bears no resemblance to the painting by Greuze. It seems rather a combination of ideas suggested by the portraits by Peale and Vanloo.

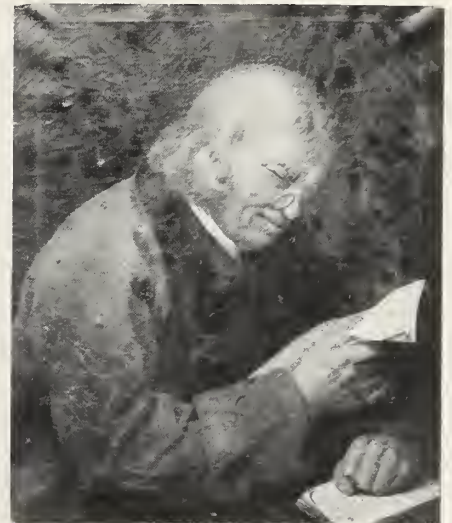
David Martin (1736-1798) a Scottish painter and mezzotint engraver, painted what is known as the "thumb portrait" in 1767, while Franklin was in England. It descended to one of Franklin's sister's grand-daughters from Robert Alexander, an Edinburgh business man, who was its original purchaser and one of whose descendants she had married. Franklin evidently was pleased with the portrait, for he ordered

a replica, which he left by his will to the Supreme Executive Council of Philadelphia.

Charles Nicholas Cochin the Younger (1715-1790) drew what is known as the "fur cap portrait" in 1777, a year after Franklin arrived in Paris to take up his duties as one of the representatives of the newly-formed American nation. The original is now lost. Franklin had written, a few days after his arrival in Paris to Mary Hewson in London: "Figure to yourself an old man with gray hair, appearing under a Martin fur cap among the powdered heads of Paris. It is this odd figure that salutes you with handfuls of blessings on you and your little ones." Three days later the French police entered this description on their record: "Dr. Franklin lately arrived in this country. This Quaker wears the full costume of his sect. He has an agreeable physiognomy, spectacles always on his eyes, but little hair; a fur cap is always on his head. He wears no powder; tidy in his dress; very white linen. His only defence is a walking stick."



Sumner



Elmer

Doubtful Franklin portraits

A letter written by Thomas Pownall to Franklin, February 28, 1783, is evidence that Benjamin West painted a portrait of Franklin, but its whereabouts is unknown. The letter says: "I am this day made happy by having received and hung up an excellent portrait of you, my old friend, copied from that which West did for you." West is said to have made a pencil sketch of an unidentified bust of Franklin that was bought by John Wanamaker at the sale of the collection of ex-Governor Samuel W. Pennypacker of Pennsylvania in 1905. In West's uncompleted study in oil of "the United States Commissioners in 1782 to Sign the Treaty of Independence" Franklin appears as one of the five. West (1738-1820) was born in Chester (now Delaware) County, Penn. He spent three years in Rome, going to London in 1763. George III appointed him historical painter to the Court, and offered him knighthood, which he refused. He was the first painter to abandon Greek and Roman and introduce modern costumes in historical paintings. He was buried in St. Paul's Cathedral.

What is called the Vanloo portrait has been admirably reproduced from a contemporaneous print in color. But little is known of it. There were two French painters, brothers, named Vanloo, but the survivor of the two died in 1765, eleven years before Franklin went to live in France, although he had previously made visits there. It is within the possibilities that one or both of the Vanloos may have been in London during Franklin's long residence in England. Mrs. Oliver Champlain made a copy of the Vanloo portrait that is now in the hands of a private owner.

The portrait by Charles W. Peale (1741-1827), a pupil of Benjamin West, the last to be made during Franklin's lifetime, was painted in 1787. Franklin was eighty-one years of age and was serving as governor (or president, as it was called then) of Pennsylvania and was also attending the sessions of the Constitutional Convention. Peale was born at Chesterton, Md., and was apprenticed to a saddler at Annapolis. He first studied art in Boston under Copley and later under West in London. Returning to America, he served as a volunteer in the American Army. He painted several portraits of Washington and also of most of the prominent men of his time.

A Franklin portrait by J. B. Longacre hangs in

the Governor's office in the State Capitol at Harrisburg, Pa. It was copied from the Duplessis miniature owned by Mrs. Davis of Philadelphia.

The Folger portrait is so called because it was in the possession of the Folger family for more than a century. Abiah Folger, Josiah Franklin's second wife, was Benjamin Franklin's mother. The portrait was made in Philadelphia probably between 1750 and 1757. It was presented by him to the Folger family, then living on Nantucket Island. It passed to a Mrs. Temple and was owned by her and her descendants for a long time. The name of the artist is unknown.

Among the portraits of doubtful authenticity the earliest is called the Sumner. It is in Memorial Hall at Harvard University, Cambridge, Mass. The artist is unknown. It is said to have been presented by Franklin to John Franklin of Newport, who married the grandmother of Thomas W. Sumner of Brookline, Mass. It is supposed to represent Franklin at twenty. At that time of his life he was living in straitened circumstances in London and it is reasonable to suppose that he had neither the money with which to buy the fine clothes shown in the picture nor to meet the expense of having his portrait painted. He could have borrowed or hired the clothes, of course, and the expense of the painting was not insurmountable, but there is another and better reason for doubt about the painting. This period of Franklin's life is fully covered by the autobiography, but no mention is made in it of the painting. Other events of lesser import are set forth in detail, which leads to the belief that the painting was not made with Franklin as the original. Hart absolutely rejected it.

There is a painting in the Metropolitan Museum of Art in New York done by Stephen Elmer and known as the Elmer portrait of Benjamin Franklin. It was engraved and published by T. Ryder in 1782 with the title of "The Politician." In 1824 the plate was re-issued and given the name of Franklin. It will be noted that it bears no resemblance to any other Franklin portrait and should not be included among them.

What was known as the Gainsborough portrait of Franklin, in the collection of the Marquis of Lansdowne in England is not now regarded as a Franklin portrait. Hart conjectured it to be a portrait of William Franklin, Benjamin's son, who became royal governor of the Province of New Jersey.

Franklin a hero to young folks

Children of long ago learned their A B C's from Franklin plates and read Franklin stories in their books

BY WILBUR MACEY STONE

FOR a philosopher, statesman, diplomat and scientist to have his history and writings diluted and served as sustenance for infant minds, might seem a doubtful compliment. From another viewpoint, many of the doings and sayings of our

Great Ben were of such universal and homely appeal that they were and are cherished and chuckled over by children from seven to seventy. Also, a couple of generations ago, his shrewd and canny precepts were considered by a thrifty citizenry highly desirable



Franklin A B C dishes, used by the kiddies of long ago

pabulum for youth. The result was that the toddling infant had Franklin maxims served up to him with his porridge and alphabet.

The A B C plate has fallen into desuetude, but in the time of Abe Lincoln no household containing children was considered complete without its complement of alphabet plates, one to a child. The variety of these sturdy pieces of household crockery was large but all conformed to one pattern insofar as the twenty-six letters (I believe there are twenty-six—ask my grandson, he has just learned his, and from an A B C plate at that) are concerned. These were arranged in an orderly circle about the outer ledge of the plate. The letters were usually embossed in Roman capitals and usually uncolored. Within this border one might encounter the flora and fauna of the world, usually depicted in colors brilliant enough to catch and hold the attention of the infantile owners. For mother's darling, we have scenes on the farm, a little girl feeding the chickens or fondling the pet lamb; but for the boy, so soon to meet the hard and cold world, sturdier mental meat was provided and the most popular of these proverbial pills were culled from Franklin's "Poor Richard." In bold letters they were inscribed "Dr. Franklin's Maxims" and such choice bits as the following are woven around an appropriate central picture:

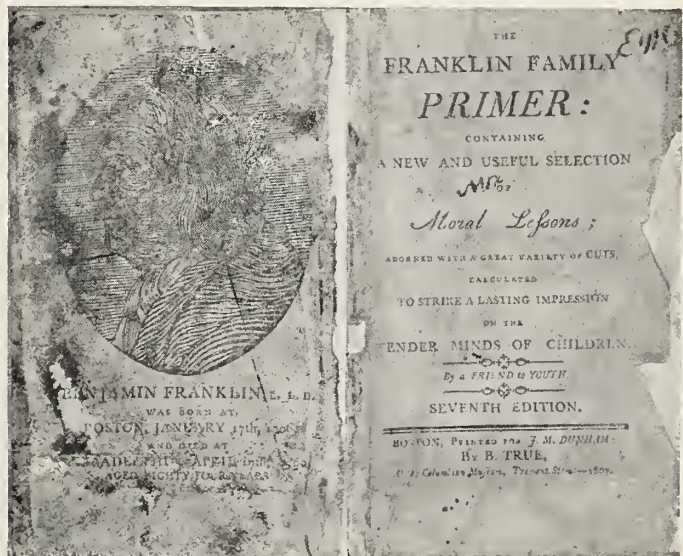
"By diligence and perseverance the mouse eat the eohle in two. Diligence is the mother of good luck and God gives all things to industry."

In the picture two small boys are examining in wonder a great tree which appears to have been felled by the usual woodman's axe, but I presume we are to understand that the mouse did it. I fail to understand what an "eohle" is and a careful search of the dictionary has afforded no help.

Another: "Want of care does more damage than want of knowledge, for want of a nail the shoe was lost and for want of a shoe the horse was lost." Illustrative of this maxim we have a stumbling horse plunging over the bridge into the stream. A popular series from the same source was headed "Importance of punctuality." One depicts two men at a coach office who remark, "We are here in good time," while below is inscribed "Punctuality gives weight to character. Such a man has made an appointment, I know he will keep it." Another shows two men in a book-

shop with a large clock on the wall. The shopman remarks to the man who has just entered "Servants and children must be punctual when their leader is so. Appointments indeed become debts."

Leaving the A B C class for a step higher, we find early in the Nineteenth Century "The Franklin Family Primer: Containing a New and Useful Selection of Moral Lessons; adorned with a great variety of cuts, calculated to strike a lasting impression on the Tender Minds of Children. By a Friend of Youth." This little book was printed by Benjamin True, the third edition appearing in 1807. The book is bound in oak boards covered with blue paper, very similar in appearance to the New England Primer of which True printed at least one edition. A woodcut portrait of Franklin faces the title page and the volume is "Dedicated to the Memory of Dr. Benjamin Franklin." On the same page with the dedication is Franklin's epitaph, evidently considered a cheerful introduction to a child's primer. After the usual a-b, ab and e-b, eb, and the spelling words up to those of three syllables, there is one lonesome page devoted to "Franklin's Golden Rules," the first of which is headed "Moral," followed by seven, headed "Economical." The moral items begin, "This life is rather an embryo state, a preparation for living. A man is not completely born till he is dead." Under the "Econom-



A Franklin family primer of more than a hundred years ago

ical" section we have "Be studious in your profession and you will be learned." "Be industrious and frugal and you will be rich." But even Franklin could not promise continued happiness, even with riches, for he next writes, "Be virtuous, and in general, you will be happy;" also, "In all our worldly transactions, let us guard against paying too much for the whistle."

Next we have a series of Bible stories from that of Adam and Eve, each illustrated with a full-page wood cut. The volume closes with the inevitable catechism. The ability to read and recite the catechism

THE AMERICAN PRECEPTOR. 55

thousands of those innocent Indians thou hast butchered, without an accusation of a crime! Remember there is a day coming when thou must answer for all thy barbarities! What wouldst thou give to part with the renown of thy conquests, and to have a conscience as pure and undisturbed as mine?

Cor. I feel the force of thy words. They pierce me like daggers. I can never, never be happy, while I retain any memory of the ills I have caused!

THE WHISTLE.

WHEN I was a child, at seven years old, says Dr. Franklin, my friends on a holiday filled my little pockets with coppers. I went directly to a shop where they sold toys for children; and being charmed with the sound of a Whistle, which I met by the way, in the hands of another boy, I voluntarily offered, and gave all my money for one.

2. I then came home, and went whistling all ~~out~~ the house, much pleased with my Whistle; but disturbing all the family. My brothers and sisters, and cousins, understanding the bargain I had made, told me, I had given four times as much for it, as it was worth.

3. This put me in mind of what good things I might have bought with the rest of the money. And they laughed at me so much for my folly, that I cried with vexation; and the reflection gave me more chagrin than the Whistle gave me pleasure.

4. This, however, was afterwards of use to me; the impression continuing on my mind, so that often when I was tempted to buy some unnecessary thing, I said to myself, *Don't give too much for the Whistle.* And so I saved my money.

5. As I grew up and came into the world, and observed the actions of men, I thought I met with many, very many, *who gave too much for the Whistle.*

6. When I saw one too ambitious of court favors, sacrificing his time in attendance at levees, his repose, his liberty,

A Franklin story in "The American Preceptor" of 1805

was the aim and end of learning. By way of poetry, just before the catechism, there are a half dozen pages lifted from that immortal work, Dr. Watts' "Divine Songs for Children." The cheerful titles of some of these songs are, "Song of praise to God for Redemption," "Against Lying" and "Thoughts on God and Death."

Reverting to Franklin's remark about "Paying too much for the whistle" I find in a dog-eared and much thumbed copy of "The American Preceptor, the first Connecticut from the twentieth Boston edition," published in Hartford in 1805, the key to this even now oft quoted saying. When Franklin was a boy of seven some friend gave him a handful of coppers on a holiday. He hastened to a toyshop where

he voluntarily gave all his wealth for a coveted whistle. When he returned home his brothers and sisters told him he had given four times its worth. This so impressed and chagrined him that in after years, when tempted to buy some unnecessary thing, he said to himself "Don't give too much for the whistle." And so he saved his money.

In this same old "Preceptor" is reprinted Franklin's "Advice to a young tradesman," wherein is much shrewd and worldly-wise instruction calculated to sharpen the wits of a growing lad. First is that now threadbare bit "Remember that time is money." On this he enlarges at some length. Then he gives some excellent advice on stalling a creditor. He says:

"The most trifling actions which affect a man's credit are to be regarded. The sound of your hammer at five in the morning, or nine at night, heard by a creditor, makes him easy six months longer." I am afraid this bluff is a bit antiquated and would not work today. And finally, "In short, the way to wealth, if you desire it, is as plain as the way to market. It depends chiefly on two words, industry and frugality; that is, waste neither time nor money but make the best use of both."

An incomplete life of Franklin, written by himself in the form of a letter to his son, has persisted in popularity until this day. It was early printed in cheap form as a story book for children and I have just finished reading, with much interest a copy of an edition published by Johnson & Warner in Philadelphia in 1809. This firm was active for many

THE
LIFE

OF

THE LATE DOCTOR

BENJAMIN FRANKLIN

WRITTEN BY HIMSELF.

PHILADELPHIA :

PUBLISHED BY JOHNSON & WARNER, NO.

MARKET-STREET.

1809.

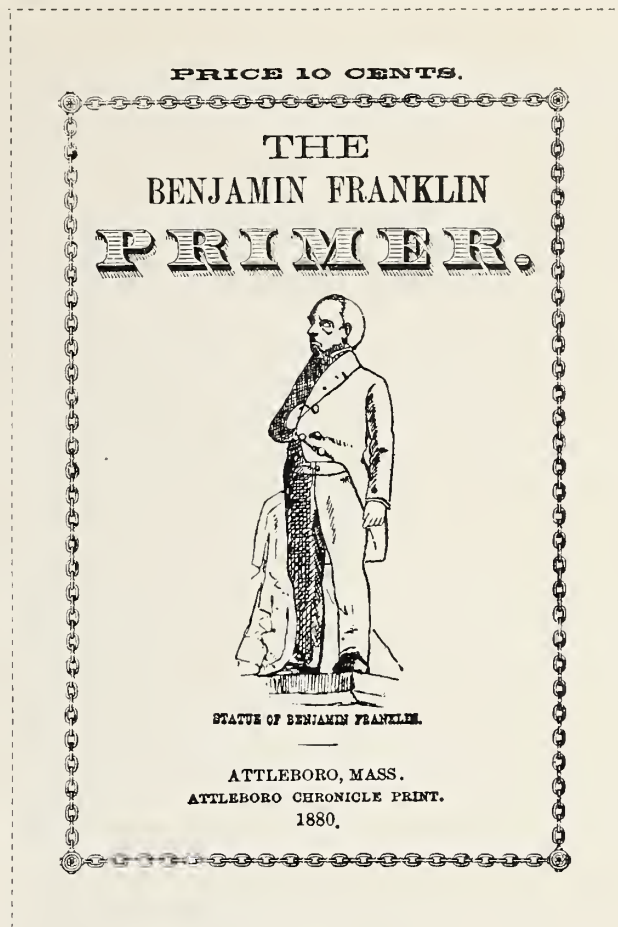
.....

W. M'GULLOCH, PRINTER.

One of the autobiographies

years in the publication of books for children and this little volume in oak boards is typical of their productions. On the inside of the front cover is inscribed "Oliver A. Wolcott's Book Chatham 'April' the 9, 1811," in a school-boy hand. The book is printed on a blue-gray paper of cheap quality and evidently became much dog-eared with handling, as a former owner chopped off the outer corners of all the leaves. In the early part of this work Franklin writes "A constant good fortune has attended me through every period of life to my present advanced age, and when I reflect upon the felicity I have enjoyed, I sometimes say to myself, that, were the offer made me, I would engage to run again, from beginning to end, the same career of life." Then, his training as an author and printer asserting itself, he adds "All I would ask should be the privilege of an author, to correct, in a second edition, certain errors of the first." Some of these "errors" he tells of quite frankly later on, including certain amorous adventures "beyond the pale," and which, in his canny way, he particularly lamented because of their "expense and inconvenience." This autobiography of Franklin was translated into French and in a recent English book catalog is offered a copy, retranslated into English and published in London in 1793.

In 1878 a series of school readers known as the "Franklin Readers" was published in Boston and Frank B. Green, of Cowperthwait and Company, rival publishers of school books in Philadelphia, got out a burlesque ridiculing the Boston publications. This was a paper covered pamphlet of twenty-four pages entitled "The Benjamin Franklin Primer" and bore on its cover a cut of a statue which resembled Daniel Webster rather than Franklin. Each page was devoted to a lesson, one of which, headed "Alligator-Crocodile," had a cut of a man clinging to a pole in a swamp while about him are several alligators. The legend below runs thus: "See James and his pets. His pets are fond of him. He will soon feed his pets." Lesson VII shows a man clinging to a lamp-post and the informative matter reads "Is it the Sun? No, it is the Moon. Is the Moon full? No, but



A parody on a Franklin primer

the man is full." This burlesque primer was very popular, was reprinted in Boston and Attleboro, Mass., and there were sold more than forty thousand copies of it. While this primer was ostensibly "milk for babies" its subtle beauties are more fully appreciated by those of more mature years.

The shrewd American trader is still guided by the sound sense formulated by Franklin, but our modern efficiency experts have translated the homely phrases into language more appealing to the man in the street. And about the only thing our present day children know of Franklin is that he flew a kite!

How Benjamin Franklin became a publisher

A story of two hundred years ago

THE year 1923 marks the two hundredth anniversary of Benjamin Franklin's first published connection with the printing business. It was in the issue of the *New England Courant*, published in Boston by James Franklin, his elder brother, dated February 4 to 11, 1723, that his name first appeared as publisher. Although Benjamin severed his connection with his brother and the *Courant* before the close of the year, the statement continued to appear that the newspaper was printed and sold by Benjamin Franklin for several years thereafter.

James Franklin served his apprenticeship at the printing business in London. He brought some type

and a press to Boston in 1717 and set up for himself in March of that year. There was one newspaper in British North America at the time, the *Boston News Letter*, published by John Campbell, the postmaster of Boston and printed by Bartholemew Green. Newspaper publishing could not have been very profitable, since Campbell had enjoyed a monopoly of the business for thirteen years and was to continue to do so for two years more. One reason for his monopoly, however, may have had nothing to do with the financial side of the enterprise; it was that a newspaper could not very well circulate excepting through the post office, and it was considered the prerogative of

the postmaster to refuse circulation to any newspaper other than his own.

In 1719 a new postmaster was appointed and he proceeded to establish a new newspaper, calling it the *Boston Gazette*. Having no printshop of his own, he employed James Franklin to print the *Gazette*, an arrangement that terminated seven months later with another change in postmasters.

James Franklin seems to have liked his first brief taste of newspaper printing, for he determined to establish a publication of his own. Some worthy men of the community offered to lend assistance, while others discouraged the project. Among the latter was his father, who in the occasional glimpses one gets of him in this connection and others in the autobiography of his famous younger son, was evidently a man with a well balanced mind. The elder Franklin pointed out that there were already three (Benjamin Franklin, in the Autobiography, in writing which he depended for the accuracy of his statements upon a not too reliable memory, says two) newspapers in the colonies at the time, one in Philadelphia and two in Boston and offered the opinion that another could not possibly succeed.

James Franklin could not be dissuaded, however, and the publication of a new newspaper was begun, it being the first colonial newspaper to be issued independently of the post office. Franklin called the paper the *New England Courant*, the first number appearing August 17, 1721. It consisted of a single sheet of two pages, about $6\frac{3}{4}$ x 12 inches in size, containing little news and few advertisements. The friends who backed Franklin formed themselves into a club and furnished short original essays after the manner of those appearing in the London *Spectator*, at that time very much read in the colonies.

The *Courant* took a decided stand against the newly enunciated doctrine of inoculation for small pox, and in other matters advocated by the local authorities and the clergy arrayed itself in constant and somewhat violent opposition. Its fulminations were cleverly phrased and proved most irritating to those against whom they were directed. The Rev. Increase Mather and Cotton Mather his son used the columns of the rival newspapers, the *Gazette* and the *News Letter*, in which to print indignant remonstrances. The vehemence of the elder Dr. Mather may be discerned from the following extract from a communication published in the *Gazette* of January 29, 1721: "Advice to the Publick from Dr. Increase Mather, whereas a wicked Libel called the *New England Courant* has represented me as one of the Supporters of it; I do hereby declare that altho I paid for two or three of them, I then (before the last *Courant* was published) sent him word that I was extremely offended with it! In special, because in one of his Vile Courants he insinuates that if the Ministers of God approve of a thing, it is a sign it is of the Devil; which is a horrid thing to be related!"

The protests of the clerical gentlemen seem to have had no result other than to spur their tormentors on to more caustic literary effort. The same policy pursued by them against the officers of His Majesty's government had, however, a more serious

outcome. "Franklin had not published the *New England Courant* twelve months," says Isaiah Thomas, before he was taken into custody, publicly censored, and imprisoned four weeks by the Government for publishing what were called Scandalous Libels, etc." The first of these four weeks was of such uncomfortable nature as to cause the issuance of the following humble plea:

"A Petition of James Franklyn Printer, Humbly Shewing that he is Truely Sensible & Heartily Sorry for the offence he has Given to this Court, in the late *Courant*, relating to the fitting out a Ship By the Government, & Truely Acknowledges his Inadvertency & Folly therein in affronting the Government, as also his Indiscretion & Indecency, when before the Court, for all which he Entreats the Courts forgiveness, & praying a discharge from the Stone Prison, where he is Confined, by Order of the Court, and that he may have the Liberty of the Yard, He being much Indisposed, & Suffering in his health, by the Said Confinement,—A Certificate from Dr. Zabdiel Boylstone of his Illness, being offered, with the Said Petition.

"In the House of Representatives Read & Voted That James Franklyn now a Prisoner in the Stone Gaol may have the Liberty of the Prison House & Yard, upon his Giving Security for his faithful abiding there.

"In Council Read & Concurr'd—Consented to Saml Shute."

A week after James Franklin's release from his month's confinement within and without the jail he declared in his paper that he had no desire to affront the authorities, but he followed the statement with a satire in rhyme and a parody on the council resolution condemning his newspaper that had the effect of prodding that body into action which proved his undoing. A committee was appointed to investigate the matter and its report recommended that the General Court should forbid James Franklin to "print or publish the *New England Courant*, or any Pamphlet or paper of the like Nature, Except it be first supervised, by the Secretary of this Province" under forfeiture of bonds provided.

A conference of James Franklin's friends and supporters was held and it was considered impractical to attempt to publish the *Courant* by first submitting everything intended for its columns to the Secretary of the Council for his approval. It was accordingly decided to meet the crisis in the *Courant's* affairs by a resort to artifice.

Benjamin Franklin had been apprenticed in 1717, at the age of twelve, to serve the elder brother for a period of nine years, four of which yet remained. Benjamin had shown remarkable development. He quickly learned to set type and run the press and he became possessed of a desire to contribute to the paper. Lacking experience in literary composition, he proceeded to teach himself to write correctly. He took pieces of acknowledged literary merit from the *Spectator* and like sources, mastered their contents, laid them aside for a time and then wrote them out in his own language. A comparison of his effort with the original enabled him to correct his faults.

After a suitable period of practice of this character, Benjamin wrote some articles for the *Courant*. Believing that his brother would be prejudiced against anything of the kind that was known to emanate from him, Benjamin adopted a pseudonym,

render his claim upon four years more of his capable young brother's services, but he could not by the terms of the Government's order issue the *Courant* in the name of an indentured apprentice, for whose actions under the law he was responsible. Therefore

THE [N° 80 New-England Courant.

From MONDAY February 4. to MONDAY February 11. 1722.

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Non ego mordaci diffinixi Carmine quinquam,
Nulla venenato Litera ossis Joco est.



Persons formerly esteemed (some the most sweet and affable, is too well known here, to need any further Proof of Representation of the Matter.

Non-gonous and impartial Person then can blame the present Undertaking, which is designed purely for the Diversion and Merriment of the Reader. Pieces of Pleasancy and Mirth have a secret Charm in them to allay the Heats and Tumors of our Spirits, and to make a Man forget his own little Revenments. They have a strange Power to tune the harsh Diatons of the Soul, and reduce us to a serene and placid State of Mind.

The main Design of this Weekly Paper will be to entertain the Town with the most comical and diverting Incidents of Humane Life, which in so large a Place as Boston, will not fail of a universal Exemplification. Nor shall we be wanting to fill up these Papers with a grateful Interposition of more serious Morals, which may be drawn from the most judicious and odd Parts of Life.

As for the Author, that is the next Question. But tho' we profess our selves ready to oblige the ingenious and courteous Reader with most Sorts of Intelligence, yet here we beg a Reserve. For will it be of any Manner of Advantage either to them or to the Writers, that their Names should be published; and therefore in this Matter we desire the Favour of you to suffer us to Bold our Tongues: Which tho' at this Time of Day it may sound like a very uncommon Request, yet it proceeds from the very Heats of your Humble Servants.

By this Time the Reader perceives that more than one self engaged in the present Undertaking. Yet is there one Person, an Inhabitant of this Town of Boston, whom we honour as a Doctor in the Chair, or a perpetual Dictator.

The Society had design'd to present the Publick with his Effigies, but that the Limner, to whom he was presented for a Draught of his Countenance, display'd (and this he is ready to offer upon Oath) Nineteen Features in his Face, more than he beheld in any Humane Village before; which he called the Price of his Picture, that our Master himself forbid the Extravagance of coming up to it. And then besides, the Limner objected a Schellum Treas Face, which splits it from his Forehead in a

strait Line down to his Chin, in such sort, that Mr. Painter protests it is a double Face, and he'll have *Four Pounds* for the Pourtraiture. However, this double Face, has split us of a pretty Picture, yet we all rejoiced to see *old Janus* in our Company.

There is so Man in Boston better qualified than *old Janus* for a Countenance, or if you please, an Observer, being a Man of such remarkable Opticks; as to look two ways at once.

As for his Morals, he is a chearly Christian, as the Country Phrase expresses it. A Man of good Temper, courteous Deportment, found Judgment; a mortal Hater of Nonfence, Foppery, Formality; and endless Ceremony.

As for his Clubs, they aim at no greater Happines of Honour, than the Publick be made to know, that it is the utmost of their Ambition to attend upon and do all imaginable good Offices to good *old Janus* the Courantier, who is and always will be the Readers, humble Servant.

P. S. Gentle Readers, we design never to let a Paper pass without a Latin Motto if we can possibly pick one up, which carries a Charm in it to the Vulgar, and the learned admires the pleasure of Contriving. We should have chosen the World with a Greek Strap or two, but the Printer has no Types, and therefore we interest the candid Reader not to impute the defect to our Ignorance, for our Doctor can say all the Greek Letters by heart.

His Majesty's Speech to the Parliament, October 22. as it is already published, may perhaps be new to many of our Country Readers; we shall therefore insert it in this Day's Paper.

His MAJESTY's most Gracious SPEECH to both Houses of Parliament, on Thursday October 11. 1722.

My Lords and Gentlemen,
I Am sorry to find my self oblig'd, at the Opening of this Parliament, to acquaint you, that a dangerous Conspiracy has been for some time form'd, and is still carrying on against my Person and Government, in Favour of a Popish Pretender.

The Discoveries I have made here, the Informations I have received from my Ministers abroad, and the Intelligence I have had from the Powers in Alliance with me, and I placed from most parts of Europe, have given me most ample and certain Proofs of this wicked Design.

The Conspirators have, by their Emisaries, made the strongest Instances for Assistance from Foreign Powers, but were disappointed in their Expectations; However, confiding in their Numbers, and not discouraged by their former ill Success, they resolv'd upon their own strength, to attempt the Subversion of my Government.

In this End they provided considerable Sums of Money, engag'd great Numbers of Officers from abroad, secur'd large Quantities of Arms and Ammunition, and thought themselves in such Readiness, that had not the Conspiracy been timely discover'd, we should, without doubt, before now have seen the whole Nation, and particularly the City of London, involved in Blood and Confusion.

The Care I have taken has, by the Blessing of God's Mercy prevented the Execution of their treasonable Projects. The Towns have been incamp'd all this Summer; six Regiments (though very necessary for the Security of this Kingdom) have been brought over from Ireland; the States General have given me assurances that they would keep a considerable Body of Forces in readiness to embark on the Body of Forces ready to embark on the

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First page of a resetting of the "New England Courant" that has been taken for the original

First page of the original "New England Courant" as preserved by the Massachusetts Historical Society. See also on one of the editorial inserts, the reproduction actual size of the "New England Courant" from the original in the British Museum

"Silence Dogood," disguised his handwriting, and slipped his communications under the office door, where the brother came upon them on opening up in the morning. A conference was held by James Franklin and his friends over each of the communications as they were received, in which the youthful Benjamin, standing silently in the little workroom, was an interested participant. Speculation was indulged in as to their probable authorship and he tells us in the Autobiography of his satisfaction in hearing the names suggested of persons of prominence in the community. At length he disclosed his secret, much to the astonishment of James and his friends.

The artifice resolved upon to circumvent the Government was to issue the *Courant* in the name of Benjamin Franklin. James was unwilling to sur-

render his claim upon four years more of his capable young brother's services, but he could not by the terms of the Government's order issue the *Courant* in the name of an indentured apprentice, for whose actions under the law he was responsible. Therefore

Benjamin served his brother under the new arrangement until the following autumn. James was not an easy master. He possessed a jealous disposition and was given to fault finding and outbursts of temper. A quarrel between the two brothers resulted in Benjamin's refusal to work longer in the office of the *Courant*. He had the upper hand, knowing that James would not dare attempt to enforce the conditions of the apprenticeship agreement, because to do so would mean exposure of the trick he had played upon the authorities.

James Franklin, thinking to force his brother to remain in his employ, or possibly in a spirit of revenge, called upon the other employing printers in Boston and pledged them to refuse employment to Benjamin. The latter accordingly ran away from home, proceeding to New York and later to Phila-

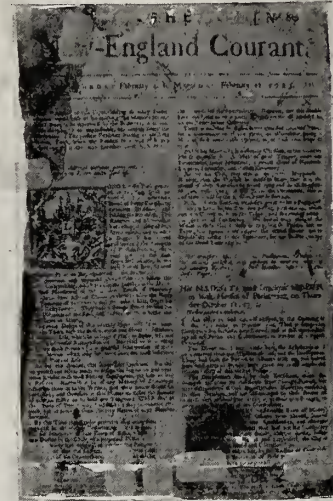
delphia, making a journey that is familiar to every American school boy.

The *Courant* continued to issue in the name of Benjamin Franklin for more than three years and probably until its discontinuance in 1727. No complete file of it has been preserved.

James Franklin eventually gave up his business in Boston and removed to Newport, Rhode Island, becoming the first printer in that province. He established a newspaper there, the *Rhode Island Gazette*, the first number of which appeared in September, 1732. He died in February 1735, and the printing house was afterward managed by his widow and son, the latter's name being also James. The widow survived the son, herself dying in 1763. At the time of her death she had as partner Samuel Hall under the firm name of Franklin and Hall. It will be recalled that Benjamin Franklin and David Hall were operating under the same name in Philadelphia.

Few copies of the *New England Courant* have been preserved. An incomplete file, beginning with No. 17, dated November 27, 1721, and ending with No. 252, dated June 4, 1726, is in the possession of the Massachusetts Historical Society. The reproduction in full size in this number of *THE AMERICAN PRINTER* was made from a photograph of the original issue in the British Museum, which was taken for this special purpose. This number of the *Courant*, the first to carry Benjamin Franklin's name as publisher, was reproduced in supposed fac-simile in connection with the ceremonies incident to the unveiling of the Franklin statue in Boston in 1856. The work was clumsily done, however. The type was reset but the original was not followed closely. For instance, the word "Thursday" in the paragraph in the lower right

hand quarter of the first page is divided in the original but not in the fac-simile. Other differences may be noted. A statement was printed across the bottom of the second page of the fac-simile designating it as such. Unscrupulous persons have cut the sheet in two and thus eliminated this designation, soaked the remnants in coffee, so as to give them the appearance of



A. Souvenir of an illustrious dead one to an illustrious live one.
To Elbert Hubbard, Curator, The American Printer.

age and then pasted the whole together and palmed it off as the original. Melville Fuller possessed a copy so treated that he supposed was a genuine copy. He presented it to Elbert Hubbard with the inscription, "from an illustrious dead one to an illustrious live one," who in turn presented it to John T. Hoyle, and Mr. Hoyle turned it over to *THE AMERICAN PRINTER*.

Printing and printers of Franklin's time

BY CHAS. T. JACOBI

Recently managing partner of the Chiswick Press, London

THE eighteenth century was perhaps not a particularly interesting period in typography in England but a few presses stand out from the bulk. The University Presses of both Oxford and Cambridge had already been in existence during the sixteenth and seventeenth centuries; in fact printing at Oxford really commenced in 1478, not 1468, as some authorities gave in the past, and at Cambridge the first record is 1521. Apart from these a few prominent names may be mentioned as landmarks in the history of printing, and are coincident with Benjamin Franklin's first visit to England, where he worked as an ordinary journeyman, both at the hand press and in the composing department.

I propose to give a short biographical sketch of these more important printers with a few brief references to others connected with the allied crafts. Space, however, is too limited to allow of my dealing with several other printers of some merit or even of contemporary foreign printers of note.

It will be remembered that Franklin landed in England on the 24th of December, 1724, and soon found employment with Samuel Palmer in Bartholomew Close, with whom he stayed nearly a year. Wishing to gain further experience he then obtained a situation with John Watts at a larger printing-house near Lincoln's Inn Fields, until he returned to America on the 23rd of July, 1726.

The composing-stick that Franklin used when employed at Watts' is in the possession of the Worshipful Company of Stationers here in London, a Brotherhood which was really first founded in 1403, before the invention of printing and subsequently incorporated in 1557. This relic is shown with much interest to anyone desiring to see it.

In his autobiography, edited by the Hon. John Bigelow, published by J. B. Lippincott & Company, Philadelphia, in 1868, Franklin mentions the drinking habits of the printers of the period while he was employed at Watts', and it is perhaps sufficiently in-

teresting to quote, although it is "up against" us English printers!

"At my first admission into this printing-house I took to working at press imagining I felt a want of the bodily exercise I had been us'd to in America, where presswork is mix'd with composing. I drank only water; the other workmen, near fifty in number, were great guzzlers of beer. On occasion, I had carried up and down stairs a large form of types in each hand, where others carried but one in both hands. They wondered to see, from this and several instances, that the *Water-American*, as they called me, was *stronger* than themselves, who drank *strong* beer. We had our ale-house boy who attended always in the house to supply the workmen. My companion at the press drank every day a pint before breakfast, a pint at breakfast with his bread and cheese, a pint between breakfast and dinner, a pint at dinner, a pint in the afternoon about six o'clock, and another when he had done his day's work. I thought it a detestable custom; but it was necessary, he suppos'd, to drink *strong* beer, that he might be *strong* to labor."

This custom, I am pleased to say, has practically died out here and the printer of the present day is a more sober-minded and self-respecting workman.

Franklin's subsequent visits to England in other capacities are a matter of history.

The following are some sketches of a few of the prominent printers during the eighteenth century.

Samuel Palmer. I find no record of his birth but he died in 1732. As already mentioned, Franklin was employed by him when he first came to England. Palmer's printing house was situated in Bartholomew Close and he was regarded as a fairly good printer. He attempted a somewhat elaborate "History of Printing," which is not considered a reliable one. In fact, he got out of his depth on this work, for although the technical part was perhaps more correct according to the period, he found he was unequal to the historical portion and so handed that over to someone else who was even less qualified for the task.

John Watts, the eminent printer, was born about 1678, and died the 26th of September, 1763. His printing house was situated near Lincoln's Inn Fields—it is said in Wild Court—and it was here that Franklin transferred his services after a time with Samuel Palmer. Watts has been mentioned as one of the early patrons of William Caslon. In later days the house of Watts was celebrated for Oriental printing and its various fonts were acquired by the firm of Gilbert & Rivington, which was still later incorporated in that of Messrs. William Clowes & Sons, Ltd., and still extant.

Oxford University Press. Printing at Oxford was first started in 1478, although its first book was dated 1468. This is now assumed by bibliographers to have been an "error of the press" by the omission of the Roman numeral X in the date. This first volume was printed by Theodoric Rood who came from Cologne. The press has been consistently doing careful and fair work throughout its career, and especially so under its recent management, which is controlled by a Board of Delegates from the different Colleges who are elected by the University.

Its collection of types is unique and the possession of the so-called Fell types (which have in recent years come into more general use) was due to Dr. Fell, the Lord Bishop of Oxford who died in 1686. These were collected from the Low Countries in Europe during the seventeenth century.

Cambridge University Press. Here we have another historical press which recently celebrated the four hundredth anniversary of the introduction of printing into Cambridge by John Siberch in 1521. Some of those who had official connection as printers to the University, and contemporary with Franklin, were John Baskerville and William Ged. So recently as 1917-1919 Bruce Roger's services were engaged by the University authorities in an advisory capacity, and his influence is to be observed in several works issued during the past few years.

John Baskett, who died in 1742, was a celebrated printer during the first half of the eighteenth century, when Franklin first came to England. He was best known perhaps by the sumptuous Bible which he printed in two large 4to volumes, in which it is sad to relate were a good few errors. This work has been termed the "Vinegar" Bible, owing to the fact that the parable of the vineyard was spelled "vinegar." This unfortunate error, with many others of a less important kind, made it known as a "Baskett-full of errors," which certainly was a distressing feature in an otherwise good example of the printing art. This work was done in connection with the University of Oxford. Baskett held a license for the printing of Bibles, but this involved much litigation and he subsequently became bankrupt.

William Bowyer. There were two printers of this name—the father, born 1663 and died 1737, and the son, born 1699 and died 1777. The senior started business in Little Britain and afterward removed to Whitefriars, where he was burned out and much fine work destroyed. With the aid of friends he made a fresh start. It is interesting to note that he used some special types cut by Robert Andrew, the type-founder, who acquired Joseph Moxon's business. Moxon was our first authority on type-founding and printing and wrote his "Mechanick Exercises" in two volumes in 1683, which is a rare work. It will be remembered that this work was reprinted in facsimile in 1896 by the late Theodore L. De Vinne, who also wrote a preface and some interesting notes of a technical nature.

The younger *William Bowyer* was a cultivated man and during his father's life-time he was more concerned with the literary side of the business. But later on just before his father died he began to take a more practical interest, when he was appointed as the printer to the House of Commons. Later on he was also appointed printer to the Society of Antiquaries. It is said that an edition of Selden's works in six folio



William Bowyer II

volumes was the first in which Caslon types were used. It was stated, too, that the younger Bowyer stood unrivaled as a learned printer, and that some of the most masterly productions emanated from his press.

John Baskerville, born 1706 and died 1775. Baskerville had some early experience as a writing-master before entering the japping trade at Birmingham. He seems to have made money in this occupation, and probably it was his former practice of calligraphy that induced him to take up that of printing. With capital in hand he started a small letter foundry and commenced printing. His work met with great success, and the University of Oxford was the first to recognize his ability. He was given authority to cut a



John Baskerville

special fount of Greek and these same punches and matrices are still preserved at the University Press at Oxford. Subsequently he was appointed printer to the University of Cambridge, where he printed a Bible and some Prayer Books, all of which are considered good examples of work. His appointment at Cambridge was, however, not a success from a financial point and he was a disappointed man from want of general support and jealousy of the trade.

Horace Walpole, born 1717 and died 1797, was another celebrity of the eighteenth century and it was he who started the Strawberry Hill Press on the banks of the Thames at Twickenham, in 1757-1789. It was practically a hobby of his but he turned out a few good examples of work, dear to some collectors. His work was certainly beyond the level of other private presses of that day. In 1791 he succeeded his nephew as Earl of Orford, but did not take his seat in the House of Lords.

Harry Samson Woodfall, born in 1739 and died 1805. He was the son of Henry Woodfall, the founder of the firm of that name. The son was a good scholar and it is said that Pope gave him a half-a-crown for reading to him a page of Homer in Greek when he was five years of age. He was proprietor, editor, and printer of the "Public Advertiser," a journal of some note at that date. He was also the printer and publisher of the famous "Letters of Junius."

William Bulmer, born in 1756 and died 1830. He was a friend of Thomas Bewick, the engraver, of Newcastle, where he was born. When he came to London he started the Shakespeare Press, so named from the splendid edition of Shakespeare's works which he printed, and which was followed by some of the other poets, besides many other fine books. He was also celebrated for the superior black ink which he manu-



William Bulmer

factured for himself, as did Baskerville. Generally Bulmer's work was in keen competition with that of Thomas Bensley, but to Bulmer must be credited the greater fame.

Thomas Bensley. His birth date is doubtful, but it was somewhere in the second half of the eighteenth century; he died in 1835. His most important work was an edition of Thomson's Seasons with engravings by Bartolozzi, and also the Holy Bible, which was only completed after being in the press eleven years. This consisted of seven large volumes with many engravings by various artists. Bensley also printed the first edition of Gilbert White's "Natural History of Selborne" in 1789, and also some other works of Gilbert White.

The other names connected with the printing craft that occur to me are those of William Caslon, the typefounder; William Ged, the inventor of stereotyping, and Thomas Bewick, the wood-engraver, all of whom had such a great and lasting influence on the work of the eighteenth and subsequent centuries.

William Caslon was born in 1692 and died in 1766. He was originally an engraver on gun locks and barrels, and it was his skill in this work, and in cutting some tools for bookbinders that attracted the attention of the printer, John Watts, who called him. He was soon introduced to a typefounder, Thomas James, of Bartholomew Close, and he subsequently commenced business on his own account. He designed and cut many founts during his life-time, but the series of "old face" founts still bearing his name is that which is so much appreciated, not only here but also in America. There is a large range of sizes and they were first commenced about 1720, and the whole completed in 1760. This series replaced the types then in general use in England which were mostly imported from Holland. They were in great demand during the eighteenth century, but for some inexplicable reason went out of fashion when the so-called "modern face" came into vogue in the early part of the next century. It was not until 1844 that they were revived by the second Charles Whittingham.



William Caslon

William Ged, who died in 1749, was originally a goldsmith in Edinburgh. At the suggestion of a local printer he made some experiments in 1725 which were sufficient to show that his process or invention, called stereotyping, was feasible if not practicable. But the method was not at first encouraged; in fact, it received some amount of opposition from the trade—the workmen imagining that it was largely going to supersede typesetting—and eventually his partners disagreed over matters of policy. Ged received for a time the appointment of printer to the University of Cambridge with a view of carrying out his process of stereotyping, but here again he was subjected to further opposition, so much so that his method was condemned and the plates broken up.

Thomas Bewick was born in 1753 and died in 1828. Bewick was a born artist and he did for wood-engraving more perhaps than Caslon did for typefounding. Wood-engraving on the end grain with the graver tool is not to be confused with wood cutting on the plank with the knife. His drawing and engraving of animals and birds are exceptionally good and any works illustrated by him are much sought after by collectors, especially so since the art has been superseded so largely by mechanical and photographic means. His "History of Quadrupeds" and "History of British Birds" are considered some of his best work. These were both issued during the eighteenth century. Several of his pupils, too, achieved fame in the early part of the next century for the excellence of their work.

French printers of Franklin's time

THE most celebrated printer in France during Franklin's time was *Francis Ambrose Didot*, who was born in 1730 and died in 1804. He was the son of a printer and bookseller and he himself left behind him two sons, Peter and Firmin, who worthily preserved the traditions of the family. Francis Didot printed on a pretentious scale his editions of famous books, setting a new standard among French printers. In addition he constructed mills for the manufacture of fine paper and he invented printing machinery of an important nature. Smyth says Didot received from Franklin his first notion of stereotyping. B. F. Bache, Franklin's grandson, received instruction for six months in the Didot establishment. Franklin in 1780, when seventy-four years of age, visited Didot's printing office and while there startled the workmen by showing them that he knew how to operate a press. To them he said: "Do not be astonished, sirs, it is my former business."

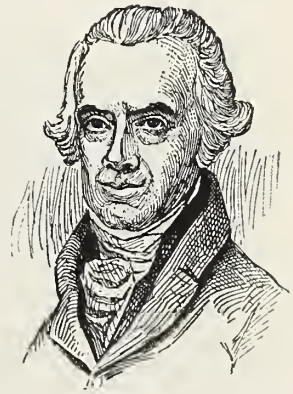
Pierre Simon Fournier was a celebrated French engraver and typefounder whose name is the only one entitled to rank with that of Didot in the printing annals of the eighteenth century. He was the son of a printer. He designed many new characters and his type foundry became celebrated throughout the world. He wrote a number of books on type founding and printing, in which he took the ground that it was Peter Schoeffer and not John Gutenberg to whom the credit for the invention of printing from movable types should be given and he frequently engaged in controversial discussions with writers who supported Gutenberg. It is not known that Pierre Fournier and Benjamin Franklin ever met. Franklin corresponded with him while engaged in the printing business in Philadelphia and he visited Paris in 1767, six years before Fournier's death. In the somewhat circumstantial account which he gave of his journey to France however he made no mention of contact with Fournier. The latter's son, who succeeded to his father's business, knew Franklin when the latter was a resident of France on his mission from the newly formed American nation. It was to him that Franklin addressed the letter (relating to his proposed portrait) that appears on an editorial insert in this Franklin Bi-Centennial Number.

American printers contemporary with Franklin

WHEN Benjamin Franklin was born in Boston in 1706 printing was practised in what is now the United States in five places: Cambridge, Boston, New York, Philadelphia and Annapolis. A press had been set up in Jamestown, Va., in 1682, but had come into conflict with the authorities and had been suppressed. When Benjamin went to work as his brother's apprentice in 1718 the number had been increased to six, New London having been added in 1709. When he went into business for himself in Philadelphia in 1728 there were eight places in the Colonies where printing was done, Woodbridge, N. J., and Williamsburg, Va., being the two additional.

William Bradford is the outstanding name in colonial printerdom among those with whom Franklin came into contact. He was the pioneer printer in Philadelphia, where he began in 1685, and also in New York, to which city he removed in 1693. When Franklin at the age of seventeen left Boston to seek his fortune wherever it might be found, his first call was at Bradford's office in New York. Failing in his quest for employment there he went on to Philadelphia and almost the first person he encountered in Philadelphia was the same William Bradford. The latter had made a quicker journey from New York to Philadelphia, having ridden a horse, whereas the youthful Franklin had walked most of the way, and was in the shop of his son Andrew in Philadelphia when Franklin called there to ask for a job. William Bradford was twenty years of age when he went from London, where he had learned the printing business under Andrew Sowles, whose daughter he married, to Pennsylvania and set up a printing business "near Philadelphia," to use his phrase, the exact location being unknown. After eight years of business as a printer in and near Philadelphia, during a great deal of which period he was in controversy with the authorities, Bradford removed to New York. He continued there and in New Jersey, operating at times simultaneously in both places, until 1752, dying at the ripe old age of ninety-four years and was buried in Trinity Churchyard. He was "royal printer" to both provinces. He established, in 1725, the *New York Gazette*, the first newspaper in New York.

Isaiah Thomas, born in 1749, was styled by Dr. Franklin as the "Baskerville of America." Like Franklin, he was a practical printer, a publisher of a newspaper, of books and pamphlets. He built a large paper mill and made his own paper. He established an extensive bindery. Thomas had five book stores in as many towns. At one time he had under his control and that of his partners sixteen presses constantly employed, seven of them at Worcester, Mass. His



Isaiah Thomas

(Continued on page 66)

An American printer's dash through Europe

(With snapshots by the way)

I I. I visit scenes reminiscent of Franklin

BACK in London, at the first opportunity I paid a visit to the church of St. Bartholomew the Great, in the Lady Chapel of which church was located the printing office of Samuel Palmer. It was here that Franklin secured work in 1725 when he went to London to purchase equipment for a printshop and discovered that his supposed benefactor had misled him.

St. Bartholomew's is located in the Smithfield district not a long walk from Fleet Street. The entrance is through a gateway, a relic of the old church. Above



Entrance at Smithfield to the church of St. Bartholomew the Great, in the Lady Chapel of which Franklin worked as a printer. From a snapshot

the gateway is a half timbered house, erected in 1595. I found the official in charge very courteous and helpful. He showed me the Lady Chapel in the rear of the church in which Palmer's printing office had been located, and gave me permission to take pictures.

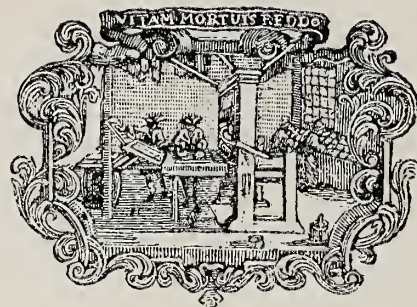
Perhaps readers of THE AMERICAN PRINTER would care to hear how this chapel came to be used for a printing office. The first chapel was built by Rahere, the founder of the church, eight hundred years ago. It was rebuilt about 1336. The change in religious authority in 1539 caused the chapel to be sold to Sir Richard Rich. (Note that it was Rich Richard who bought it before Poor Richard worked in it.) Samuel Palmer afterward obtained possession of it and was using it as a printing office when Franklin applied



It was within these walls that Palmer's printing office was located in 1725. From a print

there for work in 1725. From 1833 until 1885 when it was restored to church use, the chapel was occupied by a fringe maker.

An old wood cut shown on the insert from the Oxford University Press in the Graphic Arts and Crafts Section of this number of THE AMERICAN PRINTER, pictures a scene in Palmer's printing office, and furnishes a suggestion of the appearance of the Lady Chapel when Franklin set type there.



How the Lady Chapel looked in Franklin's time

Franklin lived in a small street called Little Britain when he worked at Palmer's, and this I think is the street to be seen on the right of my snapshot of the entrance to St. Bartholomew's.

After working almost a year at Palmer's, Franklin went to work at Watts's printing office, near Lincoln's Inn Fields, less than a mile away. When years later he returned to London as agent for the American Colonies he lived on Craven Street, in from the Strand



I tried to photograph the chapel from the side

near Charing Cross, less than a mile from where he had worked at Watts's printing office.

I passed Craven Street one morning when in a hurry, and the next day when I had a little time I

looked for it as I turned into the Strand from Charing Cross Road but could not find the street sign.

That there are those in London who hold Franklin in high regard is indicated by the fact that one of the most interesting books printed at the Central School of Arts and Crafts in London is Franklin's Autobiography. I saw the book exhibited there.

In Oxford, at the Bodleian Library, was a bust of Franklin with busts of Washington and Cicero. I was sorry that my limited time in England would not allow me to make a pilgrimage to Ecton, the ancestral home of the Franklins, but my train did stop at Banbury, the town in which Franklin's father lived when he left for his new home in the American Colonies. The insert, in this number, of the Tri-Arts Press tells of Banbury and its quaint story.

In Paris the regard for Franklin was even more noticeable than in London. It will be recalled that when Franklin was in France he lived for nearly nine years in a house in Passy, near Paris, and there had a small printing press with which he and his grandson produced "bagatelles" of printing.

I had not realized until I arrived in Paris that Passy was no longer "near" Paris, but in Paris itself. I went there of course at the first opportunity. It was an interesting drive, the cab finally going through the Avenue du President Wilson, past the Trocadero, to the Rue Franklin. At about where Franklin lived there is a statue of him most attractively placed in a small hillside park, the green grass

enjoy the scenery. Instead of a quiet drive I was compelled to hold on as the taxi rushed through Paris and in a few minutes I found myself in the Avenue du President Wilson; then the Trocadero passed by and



A close-up of the Passy statue



Franklin's statue looked attractive in its setting of grass and foliage. Looking toward the Rue Franklin

and trees forming a pleasing background and setting off the statue to good advantage—much better than the setting of the Philadelphia statue, of which the Passy statue is a replica.

I made a search for Franklin's house, or the site of it, which I had been told was in the neighborhood. Inquiry of polite and obliging Frenchmen always led to my being directed to the Rue Franklin or the statue. I walk the length of the Rue Franklin and scouted the neighborhood carefully, but finally had to leave without finding the house.

The evening before I left Paris I had time, and as the weather was pleasant I thought I would take a drive. I did not know how to arrange with the French taxicab driver for time rates so had to give him the name of a distant place to which to drive. I wrote "Rue Franklin," and then settled back in the seat to

in a moment the driver was in the Rue Franklin looking back inquiringly, for the house number I suppose.

I didn't know just what to do, so wrote the name of my hotel on a slip and handed it to him. I again took a firm hold, the taxi shot through the streets and in a flash I was back at my hotel with the evening still before me.

While rouge and powder are much in evidence in America, I did not notice much of either on the faces of Paris women of 1922. However, it was different in 1767 when Franklin visited France, for in a letter he wrote that there

are some fair Women at Paris, who I think are not whiten'd by Art. As to Rouge, they don't pretend to imitate Nature in laying it on. There is no gradual Diminution of the Colour, from the full Bloom in the Middle of the Cheek to the faint Tint near the Sides, nor does it show itself differently in different Faces. I have not had the Honour of being at any Lady's Toilette to see how it is laid on, but I fancy I can tell you how it is or may be done. Cut a Hole of 3 Inches Diameter in a Piece of Paper; place it on the Side of your Face in such a Manner as that the Top of the Hole may be just under your Eye; then with a brush dipt in the Colour paint Face and Paper together; so when the Paper is taken off there will remain a round Patch of Red exactly the Form of the Hole. This is the Mode, from the Actresses on the Stage upwards thro' all Ranks of Ladies to the Princesses of the Blood, but it stops there, the Queen not using it.

In the same letter he tells of his visit to Versailles, and of his presentation to the King. "The range of building," he wrote, "is immense; the garden front most magnificent, all of hewn stone, the number of statues, figures, urns, etc., in marble and bronze of exquisite workmanship, is beyond conception."

Since Franklin was at Versailles it has been the

scene of many historic events. Louis XVI and Marie Antoinette, while Franklin was still alive, were attacked by a mob of revolutionists, who rushed into the palace and led them off to the Tuileries. And it was only a few years ago that President Wilson in the same palace matched minds with Clemenceau and Lloyd George.

Most of the statues mentioned by Franklin, I found, were of Louis XIV. Although the weather was cloudy I took a snapshot of one of them, and show it.



A Louis XIV statue at Versailles

Versailles is still magnificent, but instead of kings and queens and princesses and countesses, as in Franklin's time, its splendid gardens and luxurious halls are thronged with sightseers, mostly Americans who have come out from Paris with charabanc parties.

I crossed the dreaded Channel in an hour. It took Franklin all day in 1767. Read what he said of his trip:

At Dover, the next Morning, we embark'd for Calais with a Number of Passengers, who had never been before at sea. They would previously make a hearty Breakfast, because, if the Wind should fail, we might not get over till Supper time. Doubtless they thought that when they had paid for their Breakfast, they had a Right to it, and that, when they had swallowed it they were sure of it. But they had scarce been out half an Hour, before the Sea laid Claim to it, and they were oblig'd to deliver it up. So it seems there are Uncertainties, even beyond those between the Cup and the Lip. If ever you go to Sea, take my Advice, and live sparingly a Day or two beforehand. The Sickness, if any, will be lighter and soon over. We got to Calais that evening.

It might be interesting to record that when Franklin made his last trip from Europe to America (in 1785) it took the sailing vessel almost two months to cross the Atlantic. An oil burning steamer brought me across in less than a week. E. G. G.

American printers contemporary with Franklin

(Continued from page 63)

"History of Printing," published in 1810, is well known among printers. Thomas was founder and first president of the American Antiquarian Society. He died in 1831.

Samuel Keimer has a secure place in history not because of his ability as a printer but because he was Benjamin Franklin's first employer in Philadelphia and therefore received extended mention in the immortal Autobiography. Keimer possessed no great attainments as a craftsman or as a business man. He

operated a printing outfit in London, afterwards removing it to Philadelphia. He gave employment to Franklin on two occasions—when the boy came to him as a runaway apprentice from Boston in 1723 and again in 1727 after Franklin took up printing on the death of Mr. Denham, his friend and employer. Keimer failed in 1729 and removed to Barbadoes.

One of the best known early American printers was *John Peter Zenger*, but he owes his celebrity not to his ability as a printer, for his work was not of a high order, but because his name will always be associated with an advance in the cause of free speech. Zenger was an apprentice to William Bradford and when he eventually went into business for himself he became second New York printer. He too established a newspaper, calling it the *New York Weekly Journal*. It opposed the administration of the Royal Governor, William Cosby, and in 1734 Zenger was arrested by order of Council. At the trial Zenger was defended by Andrew Hamilton, a distinguished member of the Philadelphia bar, who did an unprecedented thing in admitting the truth of the charge and making a plea in justification of it for the liberty of the press. Notwithstanding the charge of the court to the contrary, the jury acquitted Zenger. The citizens of New York were so delighted with the verdict that Hamilton was honored with a public dinner and presented with a document giving him the freedom of the city enclosed in a gold box. Zenger became printer to the New York Assembly in 1737 and printer to the legislature of New Jersey in 1738. He died in 1746 and was succeeded in business by his widow, Anna Catharine, and she by her son John in 1748.

Another of William Bradford's apprentices was *James Parker*, the third to set up in business in New York and who was a better printer than either Bradford or Zenger. He founded the third newspaper, calling it the *New York Weekly Post Boy*, starting it in January, 1743. Parker, like Bradford and Zenger, became printer to both New York and New Jersey. He established a printing office in New Haven also.

Benjamin Franklin had many partners in printing and publishing enterprises in various places. One of these was his nephew, *Benjamin Mecom*, son of his youngest sister. Franklin taught his nephew the printing business in Philadelphia and about 1750, when the boy was twenty-two years of age, sent him to Antigua in the West Indies to take charge of Franklin's printshop there, his partner, *Thomas Smith*, having died. Mecom stayed in Antigua six years, during a part of which time he published a newspaper, the *Gazette*. Then he went to Boston and opened a printing office, publishing for a short time "The New England Magazine of Knowledge and Pleasure." We next hear of him in New York, where in 1763 he began the publication of the *New York Packet* at "The Modern Printing Office in Rotten Row." New Haven claimed him next. He became postmaster of that city in 1764, bought out Parker & Company and established the *Connecticut Gazette*. In 1767 he sold out to Samuel Green and went to Philadelphia. Two years later he started a weekly newspaper there, the *Penny Post*, which lasted but a short time.

Presidential eulogies of Benjamin Franklin

Written for The American Printer

BY J. LINTON ENGLE

President

United Typothetæ of America

TWO hundred years have come and gone since Benjamin Franklin, then a mere boy of seventeen, took over the publication of his brother James' newspaper, the *New England Courant*. I am glad that it has occurred to THE AMERICAN PRINTER to commemorate the occasion with an anniversary number. This is a bi-centennial which should attract the attention of all printers on the American Continent. It should be of interest to printers throughout the entire world, because Franklin belongs not only to America, but to the world at large.

The life of Benjamin Franklin is one so full of interest and so complete with usefulness, that it is a difficult matter to pick out the high spots in his career. But there are certain facts which stand out preeminently, facts which should be studied by every printer, whether he be employer, apprentice, journeyman, salesman or office boy.

It is a good time to take account of stock. My suggestion to those who read this number is that they take an evening off and sit down and read Franklin's Autobiography. If one has read this book before, a second reading will bring out surprisingly suggestions and ideas of greater value than we imagined existed in the book upon the occasion of our first reading. If we have not read the book before, then the story of his life as told by Franklin himself will be a treasure house of the first magnitude.

Of the high spots in his character and career, I should like especially to mention the spirit of tolerance which on every occasion is shown by our patron saint. Nowhere in either Franklin's Autobiography or in any other of his works have I ever found any evidence of vindictiveness or intolerance. There is much playful humor, there is wit, and there are many quips at the expense of his contemporaries. Nowhere do I know of any instance of cynicism or hostile feeling toward his fellow men. Even when shamefully misled with promise of aid by Governor Keith, when even sent by this gentleman on a wild goose chase to England, he showed no thought of resentment. When attacked by insidious or unfair methods by his competitors, he came back with fair and clean competition. As present day printers, let us be governed by Franklin's example, let us cultivate the spirit of tolerance and good-will toward all mankind and particularly toward those engaged in our craft.

In the day when business in our line was just as difficult as it is today, when relatively there was just as much competition (even though in Philadelphia at the time Franklin set up in business for himself with his partner Meredith there were only two other printers), he succeeded most remarkably, and by reason of his skill as a business man, was able, at the age of forty-two to retire. How did he do it? A perusal of his Autobiography will disclose his tools. They

were industry, intelligence, advertising and the right use of the factor of human relationships. He knew how to make friends, how to keep them, and how to bring through this source a remarkable volume of business.

It is interesting to observe how, as his success grew, he did not retire into the shell of self-complacency, but expanded his benevolence, and as he himself puts it, stood prepared "to assist young beginners."

If Franklin were living today, how would he measure up to the present day life, particularly as it relates to our industry? He would certainly be one of the most successful printers of the day, he would be one of the best organization men in our industry, he would be a leading member of the United Typothetæ of America, he would be busy in season and out of season to advance the interest of his craft, which would mean that he would be seeking opportunities at all times to assist his fellow members of the United Typothetæ of America.

If one characteristic more than another has impressed me as I have studied his life, it has been the outstanding respect with which he regarded the business which was not only his livelihood, but his chief hobby. While serving his country in a way that we cannot measure in the realm of politics, finance and statesmanship, he never lost sight of the fact that he was first, last and all the time a printer. Those who from time to time are inclined to discount the business in which they are engaged—and today, thank heaven, the number of such "croakers," as Franklin would call them, is fast diminishing—ought to dwell upon the fact that throughout his Autobiography Franklin breathes on nearly every page a commanding spirit of respect for his industry. This respect and high regard in which he held the printing business should furnish inspiration to all of us.

A study of Franklin's life and the plan of his business methods will mean much to everyone who chooses to make of himself a student of the life of the greatest printer the American Continent ever produced.

I would especially commend to everyone who may read these lines the opening sentence of Franklin's will — "*I, Benjamin Franklin, of Philadelphia, PRINTER, late Minister Plenipotentiary from the United States of America to the Court of France, and now President of the State of Pennsylvania.*"

While he had attained fame in every walk of life in which he had been thrown, he constantly reverted to the fact that his vocation was that of a printer. For him nothing loomed quite so big as this.

* * *

BY J. THOMSON WILLING

President

American Institute of Graphic Arts

AMONG all the great figures of the American Revolution period the one whose personality becomes more and more familiar and whose fame in-

creases is Ben Franklin. Heroic, but not Godlike, human, though not weak, practical without being materialistically individual, he becomes more and more a typical American, a prototype a century and a half ago of the individualism possible in our democracy.

As a basis to his fame he was first of all a good craftsman. He conquered his craft. He made it a base for a successful business and carried on that business on just principles. His philosophy was application of principles—principles based on truth, right and justice. What a fine newspaper columnist he was, expressing deep truth in enlightening metaphor and in picturesque though not vulgar vernacular.

Unlike Washington he was not the subject of grandiose eloquence extolling his character when eloquence and lofty sentiment was the American habit—the time of Webster, Clay and Everett. Comment on his character has not been of a sentimental character. It has been a clear seeing, straight thinking commendation of practicality and accomplishment.

“Young man get wisdom!” was his admonition—an admonition as surely needed now as in that olden time.

He advised training, condemned “get rich quick” methods, applauded persistency and application. As a mentor in business his principles are now needed. As a diplomatist his genius would be a godsend. As a statesman his vision and sanity would be invaluable.

No national monument is his—no great mausoleum sepulchres him and yet his name is commemorated by more frequent use in designating organizations and enterprises than that of any other American. The simple slab over his grave in full view of the passersby on Arch Street, Philadelphia, betokens the man. He was simple, he was accessible. Tradition and legend and history are yet cumulative in their tribute and generously active in assigning a foremost place in eighteenth century greatness to him who began as a printer’s apprentice, and largely through that training became the most practical guide in directing the trend of the greatest revolution of all time.

* * *

BY LOU E. HOLLAND

President

Associated Advertising Clubs of the World

IN these days of hectic international politics, it does one good to think back to the days of the activities of Benjamin Franklin. If we wonder what is meant by the term “practical common sense,” we may find an ideal definition of that in the life of Franklin.

In industry, in the arts and sciences, in politics, in ethics, does not Franklin’s life serve as a most worthy example in constructive progressivism—the sort of living and practice so necessary today to combat the evils of the times? Franklin represents the antithesis of the something-for-nothing idea—the “put-over” and the “get-by” thing—the jazz and the flim-flam, of which the world today has too much.

By all means, let us know more of Benjamin Franklin—let us put more of him into our every day philosophy and every day practice. Let our young men

especially know more of him, even if it takes time away from baseball, picture shows and cabarets.

Everyone who would be one hundred per cent American needs to know, seriously, all he can of the life of Franklin.

* * *

BY JOHN J. DEVINY

President

The International Association of Printing House Craftsmen

THE Clubs of Printing House Craftsmen will hold special meetings in honor of the two hundredth anniversary of the official entry of Benjamin Franklin into the publishing business.

It is peculiarly proper that we should honor the patron saint of the printing industry for the reason that he was the craftsman who first exemplified the principle of our slogan, “Share Your Knowledge.”

Benjamin Franklin’s ideals represent the present day aspirations of printing house executives and in common with American citizens generally we are happy in observing the anniversary of his first appearance as a publisher.

* * *

BY WALTER WILLIAMS

President

Press Congress of the World

BENJAMIN FRANKLIN is claimed by America as one of its foremost citizens. He really belongs to the world. His contributions to printing, journalism, education, and statesmanship have helped humanity everywhere.

* * *

BY J. C. BRIMBLECOM

President

National Editorial Association

IN these busy days when the newspapers of the country are so indifferent to the fundamental need of emphasizing the importance of law and order and the necessity of supporting the constitution, and the Government and laws based on the constitution, as to openly defy, or in a smaller, but by no means less reprehensible degree, give tacit approval to many forms of lawlessness, it is well to call the attention of all editors, whether of the great metropolitan journals or of the humble country or community newspaper, to these words of Benjamin Franklin uttered many generations ago, but as applicable now as then. Franklin said: “The conductor of a newspaper should, methinks, consider himself as in some degree the guardian of his country’s reputation and refuse to insert such writings as may hurt it.”

Guardianship of our country’s reputation is a great trust. Let us, as editors, keep it ever before us as a guiding principle of our lives.

* * *

BY GEORGE L. BERRY

President

International Printing Pressmen and Assistants’ Union of North America

PERMIT me to congratulate THE AMERICAN PRINTER upon the occasion of its prospective January edition to be dedicated to the two hundredth



Franklin's Poor Richard maxims were passed among the people through many mediums. The above reproduction shows various "sayings," illustrated and grouped about the portrait of the author of Poor Richard

anniversary of Benjamin Franklin's official entry into the publishing business.

The initiative of this commendable and meritorious plan by THE AMERICAN PRINTER, to give renewed life and attention to the history of Benjamin Franklin's contribution to the printing and publishing business in America, is a real and genuine educational accomplishment.

The International Printing Pressmen and Assistants' Union of North America is pleased to congratulate you upon the proposal and to assure you of the gratification of our membership that THE AMERICAN PRINTER has undertaken to arouse the spirit and the interest of America to the life-service and greatness of one of the world's greatest benefactors—Benjamin Franklin.

BY C. A. STINSON
President

Poor Richard Club, Philadelphia

TWO hundred years ago Philadelphia became the chosen home of Benjamin Franklin; scientist, diplomat, statesman, patriot, advertising man and printer!

In the mind of the great man himself, this is not an anti-climax, for "Printer" was the title he preferred to bear to the end of his honorable career.

Although only seventeen years of age when his

footsteps led him to the Quaker City, Franklin was even then a man—with a man's courage and foresight and a definite plan for his life's activities.

In those days, the printer was also the advertising man, and so we of the Poor Richard Club, Philadelphia, feel entitled to consider ourselves his twentieth century representatives. As such we are glad to join in this tribute, organized by THE AMERICAN PRINTER.

He is the "patron saint" of our organization; which was founded on his ideals. May we all be as successful as he was in working out those ideals, in putting them into practical form, benefiting not only ourselves and our time, but our country and our posterity.

* * *

BY JOHN MCPARLAND
President

International Typographical Union

WHEN we recall that the advancement of all civilization has gone hand in hand with the progress of printing we only begin to realize the true significance of Benjamin Franklin's great service to the world as a printer.

His contributions to the development of the art preservative entitle him to his place in our hearts as one of the greatest characters America has produced.

Philosopher, statesman and diplomat that he was, his name is inseparably linked with printing.

Printing conditions as told by the census

Fewer establishments, but more employees, higher wages and greatly increased expenses shown by five-year report

THE Census Bureau, after three years of effort, has recently given forth the facts and figures concerning the printing and publishing industry and the outstanding feature of the report is an excellent illustration of what a great industry can go through and still survive. Statistics covering the period between the years 1914 and 1919 show that while there were fewer plants at the latter date than at the former, there were many more people employed, a great deal more capital invested, much higher wages were paid and the accumulation of expenses, especially in the items of rent, taxes and cost of materials, was nothing less than prolific.

It required sixty per cent more money to run ninety-seven plants in 1919 than it did to operate one hundred five years before, while a job costing a hundred dollars to produce in 1914, nicked the boss for about one hundred and eighty in 1919, besides taking twenty-seven per cent more employees to turn it out.

There was a three per cent loss in the number of establishments during the period and the casualties among proprietors during those five years, was eight per cent. The fact that the increase in journeymen printers in this time was exactly eight per cent shows, perhaps, what happened to the erstwhile bosses.

One branch of the industry, that of book and job printing, showed a gain from a business standpoint, but all other branches decreased, the greatest loss in the number of establishments being in the music publishing industry. Outside of the loss to the world of music, the newspapers, particularly the weeklies, were hardest hit by the adverse conditions and about thirteen per cent of them got discouraged and quit. Only a few of these failures were among the daily papers, most of the casualties being weeklies.

Among the States New York leads with the greatest number of plants, wages earners and in amount and value of product. The workers of the State produced more per capita than those in the States ranking second and third, the percentage of women employees in New York being less than in those other States, which may or may not mean something.

Concerning working hours there are only twenty-four thousand workers who are getting away with a forty-four hour week, while nearly a quarter of a million struggle along forty-eight hours and four hundred look longingly at the clock more than sixty hours weekly.

In the paper industry there were one and one-half per cent more mills in 1919 than in 1914, but sixty per cent more employees were on the payroll, and the casualties among paper mill proprietors was quite sickening, there being more than twenty-two per cent fewer employers in the latter year than in 1914.

While in printing the great majority of wage earners work forty-eight hours or less, most of those in-

terested in paper making are kept on the job forty-eight hours or more, a large percentage being more, with over thirteen thousand of them doing more than sixty hours weekly as against about four hundred long distance workers in the graphic arts.

As to the product of the mills one example, which is typical, will be enough to show what has happened. The paper maker, in 1914, produced 1,313,000 tons of newsprint and he was glad to have the printer take it off of his hands for \$53,000,000. In 1919 he ground out 1,323,000 tons, an increase of only ten thousand tons, a few car loads, and for this almost identical amount of stock he nicked the printer to the tune of \$98,500,000. As stated previously, there was a great percentage of loss in the newspaper field during these years.

The census report covers the entire industry and includes book and job printing, music printing and publishing, newspapers and periodicals, bookbinding and blank book making, steel and copper plate engraving, and lithographing.

Statistics for twenty years, starting with 1899 and ending with 1919 are given, these being made up from the last five census reports. The figures show that during these years the industry showed a steady increase in all essentials with the exception of the last period, 1914 to 1919. In this period, due to the war, there were decreases in firms, proprietors and executives, while at the same time there were great increases in wages, cost of materials and the value of products.

The addition of the Federal Income Tax to the overhead expense has made another exceptional increase in this item. One branch of the industry, however, that of book and job printing and publishing, continued to show an increase even during this trying period, the increase in the value of products from this branch being almost one hundred per cent.

Fewer plants but more workers

The total number of establishments engaged in all branches of the industry in 1899 was 23,814; in 1904, 27,793; in 1909, 31,445; in 1914, 33,471, and in 1919, 32,476. These figures show an increase in the number of establishments of nearly seventeen per cent for the first period, thirteen per cent for the second and six and a half for the third with a decrease of three per cent for the last.

In spite of this decrease between 1914 and 1919, however, the number of persons engaged in the industry has continued to increase in all five periods the numbers being respectively since 1899, 261,440; 316,047; 388,466; 419,313, and 455,822. During these twenty years the invested capital also has increased continuously from \$333,003,432 in 1899 to \$1,150,505,247 in 1919, the percentages of increase during the periods being approximately thirty,

thirty-six, twenty-two and a half and sixty. Salaries and wages for the same time have increased at a much greater ratio than invested capital, having jumped from \$139,291,335 in 1899 to \$563,584,011 in 1919, the respective percentages of increase being forty, thirty-seven, twenty-four and seventy.

Rent and taxes show great increase

The greatest percentage of increase in any departments of the industry, however, have been in rent and taxes and in cost of materials. Since 1899 rent and taxes have soared from about ten and one-half million to fifty-six and a half million, while cost of materials has gone from \$103,654,284 to \$571,510,277. The percentages of increase in these figures is rather astounding, rent and taxes having mounted from 16.8 per cent to 34.8 to 48.6 and to 132.4 while materials have risen in cost from 37.5 to 41.6 to 27.8 and to 121.6.

The value of printing products has likewise shown a great increase, but hardly enough to offset the tremendous increases in expenses, the value coming from \$395,186,629 in 1899 to \$1,699,789,229 in 1919. The increase from period to period in percentages has been from 39.8 to 33.6 to 22.2 to 88.5.

A comparison of the census for the last period, that between 1914 and 1919, shows the following:

	1919	1914	Per cent changes	
			Inc.	Dec.
Number of establishments	32,476	33,471		3
Persons engaged ...	455,822	419,313	8.	
Proprietors and executives	28,493	31,041		8.2
Salaried employees	140,051	116,180	21.4	
Wage earners	287,278	272,092	5.6	
Capital invested....	\$1,150,505,247	\$720,231,654	59.7	
Salaries and wages.	563,584,011	332,907,294	69.3	
Salaries	232,064,588	137,396,936	68.9	
Wages	331,519,423	195,510,358	69.6	
Rent and taxes....	56,464,238	24,291,193	132.4	
Cost of materials...	571,510,277	257,847,976	121.6	
Value of products..	1,699,789,229	901,534,801	88.5	

A study of the foregoing shows that it has not been exactly easy sailing for the proprietors. Three per cent of them gave up their establishments and of those remaining more than eight per cent, through mergers, consolidations or similar business arrangements, ceased to function as proprietors. It will be noted that the casualties among proprietors and establishments is the only loss suffered by the industry during the five year period.

Loss in proprietors, gain in journeymen

To balance the eight per cent loss in owners of plants there is an eight per cent increase in number of persons engaged in the business which may mean that the unlucky ones who ceased being proprietors went back to being journeymen.

Another interesting comparison occurs between salaried employees and wage earners. More than twenty per cent of salaried employees were on the pay rolls during this period than in the period previous and while the increase in wage earners was but five and a half per cent, their wage increases were greater than those drawing their pay envelope under

the name of a salary. Wage earners in 1914 were receiving an average wage of approximately \$720, while in 1919 they drew about \$1,155. Salaried employees, receiving about \$1,184 were drawing \$1,650 five years later.

Capital invested shows a great increase, indicating that it took nearly 60 per cent more money to run ninety-seven establishments in 1919 than was required for 100 plants in 1914. The figures on rent, taxes and cost of materials explain a great part of this. Concerning the value of the printers' product the conclusion is not so cheerful as it appears on paper. There is shown an increase of 88½ per cent in values, it is true, but instead of indicating that the printer is receiving and turning out almost double the amount of work he did in 1914, the fact is that he probably is doing less because of the greater increased value and the extremely inflated dollar. Considering the buying power of the dollar the printer is probably producing just about the same amount of printed matter for one dollar and eighty-eight cents as he did in 1914 for a dollar, yet it is requiring 27 per cent more salaried employees and wage earners to do it.

Is it any wonder that there is a loss of 11 per cent in plants and employers? The wonder is that the decrease is not much greater. There is money in the printing business, as the census figures show, but a close study reveals that not a great deal of this money has been accruing lately to the man who owns and operates the plant.

One department shows gain

Among the branches of the industry, book and job printing is the only one which shows an increase in the number of establishments between 1914 and 1919. From 12,115 such houses in 1914, the number grew to 13,089 in 1919, an increase of 8 per cent, while in the other branches of the trade there were decreases in the number of establishments running from 1 to more than 11 per cent, the greatest decrease appearing in the branch devoted to printing and publishing of music. This seems entirely natural and as it should be, because with conditions the way they were during that period there wasn't much to sing about.

In 1919 out of the 32,476 establishments in the United States, New York ranked first with 4831 plants, while Illinois came second with 2647, Pennsylvania third with 2457, Ohio fourth and Massachusetts fifth. New York led also in number of wage earners, employing 67,491; Illinois 36,527 and Pennsylvania 26,456. In value of products New York had a total of \$478,898,000; Illinois \$219,331,000 and Pennsylvania \$165,344,000. New York and Illinois averaged about fourteen employees to a plant, while the average for Pennsylvania was but ten and a half. The New York employees, however, produced about \$7,096 of work each, those in Illinois \$6,005 and in Pennsylvania \$6,249, which would seem to indicate that the eastern workman is a better producer than his brother of the Middle West. It might interest the ladies in the business to know that in New York, which has the highest production average, there are

only 23.4 per cent of female workers; Pennsylvania carries 25.1 per cent of female employees and Illinois 24.5 per cent. The men of New York may be better workers, but the ladies of Pennsylvania excel their sisters in turning out the goods. The number of women workers in the three states are: New York, 15,842; Pennsylvania, 6643, and Illinois, 8943.

Most plants still work 48 hours

A marked decrease is shown in the number of working hours per week in 1919 as compared with 1914. Out of the 32,476 establishments in the country 24,274 employees are working 44 hours or less; 8952 work between 44 and 48; 216,138 toil 48 hours; 20,179 put in from 48 to 54 hours; 10,504 labor 54 hours; 5003 between 54 and 60 hours; 1841 60 hours and 387 struggle more than 60 hours every week. In the three states where the most printing is done New York works 11,201 employees 44 hours or less; 1783 between 44 and 48; 48,492 48 hours, and 6015 more than 48 and up to 60, none being reported as working more than 60 hours as the working time of proprietors is not given. In Illinois there are 2633 persons working 44 hours or less; 413 between 44 and 48; 27,333 working 48, and those working more than 48, including sixty-four working over 60 hours, total 6158. There are 1720 workers in Pennsylvania

doing 44 hours or under, 660 between 44 and 48; 21,320 working 48, and those putting in more time than that, including eight unfortunates who toil more than 60 hours, total 2756.

Figures on the 44-hour week for 1914 are not given in the report, but in the class of 48 hours and under there were 68.6 per cent in 1914, while five years later 86.8 per cent were putting in 48 or less hours weekly, the general average prevailing in all states.

Preponderance of small plants

Concerning the size of establishments by number of wage earners employed, there were in 1914, 17,456 employing one to five people; 5081 from six to twenty; 1500 from twenty-one to fifty; 499 from fifty-one to 100; 311 from 101 to 250; seventy-one from 251 to 500; twenty-five from 501 to 1000, and four employing more than 1000.

In 1919 there were fewer establishments employing from one to twenty persons, while in all other departments there were more. Of the total number of plants, however, in 1919, there were 98.6 in the classes employing less than 101 workers, but these plants employed 61.5 per cent of the total number of wage earners. The statistics for 1919 are as follows: 32,476 establishments with 15,879 employing from one to five persons; 4916, six to twenty; 1588, twenty-one to fifty; 531, fifty-one to 100; 325, 101 to 250; eighty-six, 251 to 1000, and seven, more than one thousand. Besides this there were, in 1914, 8524 plants having no wage earners, while in 1919 there were 9116 such plants.

The size of plants in the country according to value of work produced shows that in 1914 there were 17,201 establishments doing less than \$5,000 a year, while in 1919 there were 12,113 in this class; in 1914 10,306 plants produced from \$5,000 to \$20,000, and 11,547 were in the same class in 1919. There were 4473 \$20,000 to \$100,000 plants in 1914, and 6140 in 1919; 1239 \$100,000 to \$500,000 in 1914, and 2117 in 1919; 148 doing one-half to a million dollars in 1914 and 324 doing the same amount in 1919, while plants producing more than a million in 1914 totaled 104 as against 235 in 1919. Yet the statistics show that in reality there are practically no more large plants in one period than in the other, the difference in productive values being mostly due to the lower buying power of money.

Corporations on the increase

Other tables in the report show the preponderance of corporate ownership in the industry at the last census, for while only 27 1/2 per cent of the number of establishments were corporations, these houses employed 75 per cent of the wage earners and turned out 80 per cent of the printing produced. In the five-year period the number of wage earners employed by corporations increased 14 per cent, while the value of the products of these concerns jumped 98 per cent.

Between 1914 and 1919 there was a 10 per cent increase in horsepower used in printing, there also being shown a great gain in rented power with a corresponding decrease in owned power. Of the total

S U B S C R I B E R S.

- | | |
|---|---|
| Mr. James Foxcroft, <i>Notting.</i> | Mr. John Goddard Jun. <i>Merch.</i> |
| Mr. Benjamin Foxcroft, <i>ditto.</i> | Charles Goldsworthy Esq. <i>of the</i> |
| Rev. Matthew Frampton, <i>A. M.</i> | <i>1st Regmt. of Guards.</i> |
| Fred. Frankland Esq. <i>Comm. of E.</i> | Mr. R—— Goadby, <i>Printer,</i> |
| Benj. Franklin Esq. <i>Philadelph.</i> | <i>Sherborne.</i> |
| Mr. Joseph Freame. | Mr. Alexander Goodwin. |
| Captain Joseph Frearfon. | Mr. Gordon A. B. <i>Queen's Coll.</i> |
| Mr. Will. Freeman, <i>Merch. Bristol.</i> | <i>Camb.</i> |
| Mr. Sam. Freeman, <i>London.</i> | Charles Gore Esq. |
| Mr. Freer, <i>Apothecary, Birming.</i> | Mr. Gore, <i>Liverpool.</i> |
| Richard Fuller Esq. | Mr. Goring, <i>Magd. Coll. Camb.</i> |
| Rev. Mr Philip Furneaux. | Mr. Jof. Gouan, <i>Writer, Edinb.</i> |
| | Rev. Mr. Gough, <i>Hartlebury.</i> |
| | Rev. Dr. Golding, <i>Warden of</i> |
| | <i>Winton Coll. 3 Setts.</i> |
| | Mr. Samuel Gould. |
| | Rev. Dr. Gower, <i>Provost of Wor-</i> |
| | <i>cester Coll. Oxon.</i> |
| | Rev. Mr. Graham, <i>Teuchsbury.</i> |
| | James Grainger, <i>M. D.</i> |
| | James Grant Esq. |
| | Mr. Thomas Grant, <i>Apothecary.</i> |
| | Rev. Dr. Green, <i>Vice-Chancellor of</i> |
| | <i>the University of Camb. 2 Setts.</i> |
| | Rev. Dr. Green, <i>Dean of Salisb.</i> |
| | Rev. Mr. Will. Green, <i>Rector of</i> |
| | <i>Llambeder.</i> |
| | Henry Green Esq. <i>Rolleston, 2 Setts.</i> |
| | John Green Esq. <i>Stamp Office.</i> |
| | Mr. Rich. Green, <i>Surg. Lichfield.</i> |
| | Mr. Amos Green, <i>Painter.</i> |
| | Francis Gregg Esq. |
| | Arthur Gregory Esq. <i>Stivic-Hall.</i> |
| | Hon. James Grenville, <i>Lord of</i> |
| | <i>the Treasury.</i> |
| | Will. Gretton, <i>A. B. St. Peter's</i> |
| | <i>Coll. Camb.</i> |
| | Robert Griffen Esq. |
| | Moses Griffith, <i>M. D.</i> |
| | Miss Griffith, <i>Frenchay.</i> |
| | b 2 |
| | John |

Page from "Paradise Lost," printed by John Baskerville in 1760. Franklin's name appears as one of the subscribers

power used during the five years 74 per cent was rented in 1914 and 82 in 1919.

New York leads in production

In the book and job end of the industry New York ranks first, producing 44 per cent of the total. Book and pamphlet printing has greatly increased during the five-year period, there being 47 per cent more educational books produced in those years than in the preceding period. Juvenile books increased 49 per cent, while works on medicine and hygiene went up 479 per cent and histories 155 per cent, with a notable decrease in the production of fiction.

Illinois takes the lead in the number of publications of news nature, with New York second and Texas third, but New York is by great odds the leader in periodicals on society, art, music and fashions, with Illinois a distant second, the same condition being true regarding class and trade journals.

The daily newspaper field has suffered, there being 2441 in 1919, as compared with 2580 in 1914. The weekly newspaper also has slumped, decreasing from 15,172 in 1914, to 13,375 in 1919, and the only advance in this field is noted in the Sunday papers which have gone from 571 to 604 during the five years.

Situation among the paper mills

In the paper and wood pulp industry there is noted a fluctuation since 1879, the industry suffering a loss of 12½ per cent in number of establishments during the next ten years, an increase of 17 per cent in the next period, an increase of 2 per cent in the next, a decrease of 6 per cent in the next, a further decrease of 7½ per cent in 1914, and an increase of 1½ per cent in 1919. The number of establishments in 1919 was 729, being less than in 1879 and less than than at any of the other census periods with the exception of the years 1889 and 1914.

The number of persons engaged in paper making, however, has increased very largely, there being 125,000 in 1919 as compared with 95,500 in 1914. Of these there are 171 proprietors and firm members, a decrease in this class during the five years of more than 22 per cent, showing that paper mill owners are less hardy persons than printers. There were 11,000 salaried employees in the business in 1919, and 113,760 wage earners, showing increases in numbers of 61 and 29 per cent respectively during the five years.

Capital invested in paper making was \$905,794,583 in 1919, this being an increase of 69½ per cent, while during the same time salaries and wages jumped more than 150 per cent, with a pay roll in 1919 of \$165,643,386. In rent and taxes also the paper men sustained a terrible bump, the percentage of increase being 677, totaling, in 1919, \$34,911,259, as compared with a mere \$4,493,053 five years previous. Cost of materials in this period went from \$213,181,286 up to \$467,482,637, an increase of 119 per cent, while value of products jumped from \$332,147,175 to \$788,059,377, showing a boost of 137 per cent.

New York has most mills

New York leads also in paper making with 156 mills, hiring 17,571 wage earners who produce \$129,-



A view of the monument erected by Benjamin Franklin to his parents in the old Granary Burying Ground, Boston. From a wood engraving by Ruzicka, as used on a greeting by the Merrymount Press, Boston

381,000 worth of paper. Maine is a very poor second and Massachusetts a close third.

Regarding working hours in the paper industry the usual week is of 48 hours, 64,979 employees watching the clock for that length of time, with only 3994 getting away with 44 hours and a few more than a thousand working between 44 and 48. Nearly 44,000 work more than 48 hours weekly with 13,416 doing more than 60 hours, and the journeyman printer should look over those figures and consider.

Between 1914 and 1919 there was a great increase in the value of papers produced of all grades, but the tonnage shows a much smaller gain. In 1919 there were produced 1,323,880 tons of news print and it cost the printer \$98,559,359 to induce the paper maker to part with it, while in 1914 the mills produced 1,313,284 tons, only a fraction less, but the bill was only \$52,942,744. It now might be well to refer back a few paragraphs and note the great number of weekly and daily papers which gave up the struggle during this period.

Such are a few of the outstanding facts contained in the latest census report on our industry. There is contained herein much valuable food for thought and speculation and, perhaps, by close study, it may indicate in some small way, the outlook for the future.

Struggling back to normalcy

Business is rapidly being readjusted on a safe and sound basis

IT has been somewhat of a trying situation that American business has had to face during the past several months, but according to all reports and observations, the one great outstanding feature of the situation at present is the rapid improvement which has come recently and the outlook for the future is indeed optimistic.

Government reports for the fiscal year beginning July, 1921, and ending with July, 1922, show that this period marked the low point in the most violent commodity slump in the nation's history. The consequent liquidation and deflation precipitated commerce into all the losses and unemployment difficulties which naturally accompany such occasions and it was inevitable that the country, in common with the rest of the world, should readjust itself not only from the inflated prices of the war, but also from the still higher levels of the wasteful and extravagant post-war boom.

During the twelve months prior to the year under review both prices and manufacturing production (outside of foodstuffs) took a drop of about 40 per cent and as a consequence, between four and five million persons were out of employment and business was practically dead. The only exception to this decrease in activity during the period was the great volume of foreign trade.

The recovery from these conditions, however, has been exceptionally and remarkably rapid, for within sixteen months from the time things were at the bottom of the toboggan the unemployment problem had been practically eliminated and production had speeded up until it was only about 10 per cent less than normal. Now it seems the country has entered a period of lower and more stable prices with the consequence that business is more sound and safe.

The shock of this greatest of all slumps will require some time yet for complete recovery, but such recovery will come and perhaps sooner than might be imagined from the experience of past wars and similar conditions. The readjustments still are unequal in price levels between various commodities and also between wage earners and farmers, but the situ-

ation is so greatly improved over conditions of a year previous that there is hardly any comparison.

Production greatly increased

Production of manufactured commodities in 1922 was about 50 per cent greater than in 1921, according to figures compiled by the Department of Commerce from latest reports to the Bureau of the Census made in connection with the "Survey of Current Business." Textile mills were about 20 per cent more active than in 1921, the iron and steel industry increased its output from 60 to 70 per cent over 1921, non-ferrous metals from 50 to 95 per cent, petroleum 15 per cent, coke 40 per cent, paper 20 to 30 per cent, rubber 40 per cent, automobiles 50 per cent, building construction 50 per cent, lumber 35 per cent, brick 50 per cent, cement 15 per cent, leather 20 per cent, sugar 45 per cent, and meats about 5 per cent. Agricultural receipts were in general higher than in 1921. The only declines of outstanding importance were 7 per cent in bituminous coal and 47 per cent in anthracite.

The increase in production and the reduction in immigration improved the labor situation from a large surplus of labor at the end of 1921 to a point where shortages occur, while unemployment has almost been eliminated.

Transportation conditions changed from a huge surplus of idle freight cars to a considerable shortage, while car loadings were 11 per cent greater than in 1921.

Prices to the farmer increased about 17 per cent during the year, wholesale prices advanced 10 per cent and retail food prices declined 5 per cent. This condition gives the farmer a greater purchasing power and narrows the margin between wholesaler and retailer.

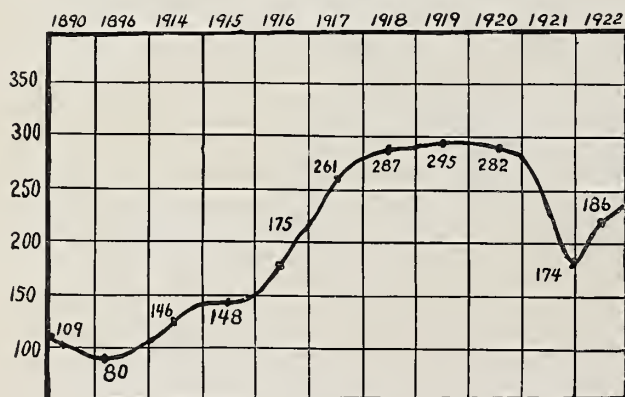
The volume of trade was considerably heavier than in 1921. Sales of mail order houses increased 6 per cent and chain stores show a gain of 13 per cent. Debits and bank clearings also show about this same relation.

Cotton again becoming popular

In the textile field the consumption of cotton goods has increased nearly 14 per cent while the increase in silks was lower, which seems to indicate that the great reckless period of silk socks and shirts for the multitude has suffered somewhat of a setback and that perhaps, before long, the general public will give up the struggle to lead a silken existence on a cotton salary.

The iron and steel industry, which usually is quite a reliable barometer of conditions in general, shows about 65 per cent more activity in 1922 than in 1921, but 25 per cent less activity than was reported in the boom times of 1920.

Iron ore movement was 65 per cent greater than in 1921, pig iron production increased 60 per cent



The rise and fall in the food factor of the cost of living, as recorded by "The Annalist"

and steel ingot production 71 per cent. Unfilled orders of the United States Steel Corporation rose about 60 per cent during the year. Iron and steel prices rose from 15 to 50 per cent, with the highest relative increase in pig iron. Exports of iron and steel, based on ten months' figures, declined 26 per cent.

In the fuel situation bituminous coal production was only 7 per cent less than in 1921, in spite of the strike, but anthracite coal showed a loss of 47 per cent, representing more than forty million tons. Consumption of petroleum has gone up 15 per cent and gasoline was used 16 per cent more extensively in the year just ended than in the previous twelve months.

The paper industry showed an increase of from 20 to 30 per cent in activity over 1921. Ten months' figures show an increase of 21 per cent in production of mechanical wool pulp and 34 per cent for chemical pulp. Stocks of mechanical pulp declined about 20 per cent, while chemical stocks increased about 50 per cent.

Paper makers busy on newsprint

Newsprint paper production increased 19 per cent over the 1921 ten months' period and total stocks increased slightly during the year, though mill stocks declined. Consumption by publishers was 15 per cent heavier than in 1921. Prices declined about 10 per cent. Total production of paper increased 34 per cent, with an increase of 55 per cent in fine paper. Total paper stocks at mills showed little change from a year ago.

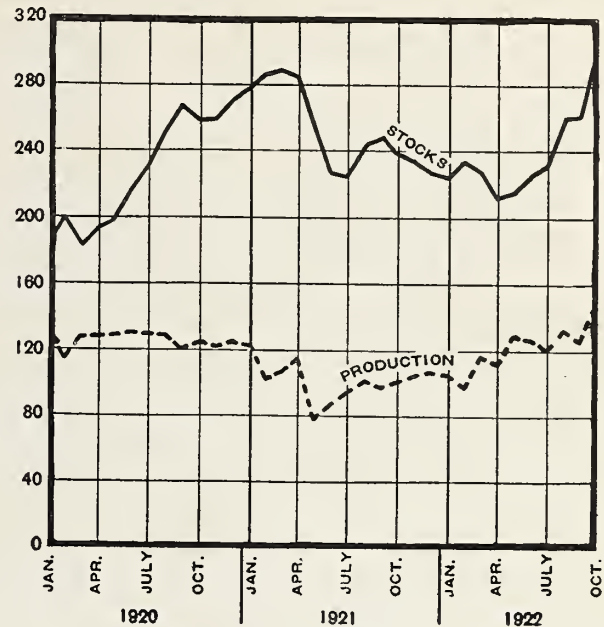
Business records compiled by the government show that among foodstuffs corn products increased 18.5 per cent; sugar, 45.2 per cent; and fish, 20.3 per cent. In clothing there are recorded the following increases: Cotton, 13.5 per cent; silks, 11.3 per cent, and fine cotton goods, 10.3 per cent. Paper box production went up 83 per cent for corrugated boxes and 21 per cent for those made of solid fiber and while few publishers, in all probability, have found it out yet, they should welcome the news that magazine advertising has increased 9.5 per cent since the beginning of 1922.

The Industrial Conference Board, in its review of industrial and economic conditions, is most optimistic and declares that activity is rapidly approaching the levels at the peak of the boom of 1919 and 1920 and that the situation is thoroughly sound and far better than could possibly have been expected in 1921 or even as late as the beginning of 1922.

October was a banner month

The industrial activity index as compiled by the board covers seventeen basic industries and shows that compared with the monthly average for 1919-21 as a base, industrial activity for the month of October stood at 124.8. This compares very favorably with 65.7, the index number for January, 1921, and the low point since the beginning of 1915. The peak was reached in October, 1919, and the high point for 1922 so far was reached in June, when the index stood at 119.9.

This shows that the index rose 10 per cent from September to October and was 22.6 per cent higher



News print paper production and stock on hand

in October, 1922, than in October, 1921. These facts indicate that industry has recovered much more rapidly than is generally supposed and that it is now at a very high point. In fact, it has been higher only on two occasions, namely, in July, 1918, and during the after-war boom in 1919 and 1920.

Prices have somewhat advanced and the tendency during the past two months has been slightly upward. Wholesale prices have increased appreciably and seem to be firm and strong. Prices of staple raw materials have shown a considerable advance. Retail prices, however, have not as yet reflected the increase in wholesale prices and, with the exception of those of coal and food, remain almost stationary although this may be difficult to believe.

The agricultural crops of the country are larger than usual. Prices, however, except for cotton, are relatively low. As a group, prices of agricultural products have advanced less beyond pre-war levels than prices of any other of the principal commodity groups. This condition has caused criticism and unrest in agricultural sections of the country, where it is felt that the general prosperity of the industrial districts has not been shared.

Car shortage serious problem

The most serious impediment to increasing business and further industrial activity is the car shortage, which has prevented those industries that ship in carload lots from attaining as large an output as they would otherwise have been able to effect. This condition is partly an echo of the railway shopmen's strike during the summer, but is more definitely a result of the tremendous volume of industrial and agricultural products which the railroads have been called upon to transport.

Labor shortage, particularly of the unskilled, has also handicapped some industries, and is considered an obstacle to any great increase in activity in the

(Continued on page 81)

Review of editorial inserts

The graphic arts and crafts pay homage to the greatness of Franklin

BY EDMUND G. GRESS

IN the Graphic Arts and Crafts Section of this Franklin Bi-Centennial Number of THE AMERICAN PRINTER is to be found not only the greatest tribute ever paid to any American by a periodical but the most notable collection of graphic arts specimens ever gathered between two covers. About a hundred artists, typographers, printers, engravers and others, in a spirit of love of doing things well, have collaborated in presenting a valuable study of modern printing methods. Most of the specimens are not specimens of mere mechanical production. They have the breath of life—that indeterminable something that causes a halo to shine about one's work. One of the inserts is a contribution of a compositor, another is given by one of the largest printing offices in America. A Club of Printing House Craftsmen, actuated by the spirit suggested by its title, has contributed one, the actual production being done by the president of the club and three other members.

Several of the editorial inserts have come three thousand miles from the Pacific Coast; five have come an equal distance across the Atlantic. In the Northeast Maine is represented; in the East, New York, Connecticut, Massachusetts, New Jersey and Pennsylvania; in the South, Virginia and Maryland; in the Middle West, Illinois, Michigan, Ohio and Iowa; in the West, California. In Canada there is representation from the provinces of Ontario and Quebec. In England, London is represented by three specimens, the famous college town of Oxford by one and the immortal Stratford-upon-Avon by another.

In many instances no labor or expense was too great to expend on these contributions. In several cases the task was made extremely difficult by irritating and unforeseen mechanical obstacles such as sometimes arise to plague the printer. But these men did not surrender; they finished what they started out to do. One artist, crowded with orders for work that he could hardly fill, halted in the midst of it all and produced a splendid drawing. A famous printer set the type for his insert and printed it with his own hands. A remarkable record has been made on this number. Out of seventy-seven acceptances only three failed to come through and deliver.

The editors of THE AMERICAN PRINTER were surprised and pleased at the remarkable development of the Graphic Arts and Crafts Section. In the Pilgrim Number of THE AMERICAN PRINTER of 1920 there were fourteen editorial inserts, in the first Craftsmen Number there were twenty-three and in the recent Craftsmen Number twenty-seven. When the plans for the Franklin Bi-Centennial Number were started it was felt that thirty inserts would make a creditable showing and that was the number that was in mind. As a new idea or material presented itself the suggestion was sent to an artist here or a printer there with an invitation to take part. The invitations were

not sent out in a general way but as the ideas developed. The ideas came fast and the number of acceptances grew from five to ten, to twenty, and thirty was reached.

Franklin proved to be a prolific subject. His great activities seemed to have no end or limit. Suggestion after suggestion was evolved and new invitations extended until the acceptances grew to forty, to fifty, to sixty. When seventy was reached it was realized that the mechanical problem of binding would have to be considered, so with a large list of artists, printers, typographers and engravers still uninvited, it was necessary to halt the plans. Even after this a few more matters developed important enough to be included and several more invitations were sent out. Very few invitations were not accepted. Out of the final list of seventy-seven acceptances only three failed to come along, as has already been mentioned.

It is a difficult task to review seventy-four editorial inserts like those in this number. There is such variety that a story could be written of each one. It is the intention here only to refer in a general way to them. In order to assemble the inserts for review, they were divided into four classifications: Portraits of Franklin, Events in the life of Franklin, Quotations from Franklin's writings, Tributes to Franklin and Mediums and Processes.

Portraits of Franklin

A thorough discussion of the portraits of Benjamin Franklin will be found as the leading article in this number of THE AMERICAN PRINTER, together with small halftone reproductions of portraits. In the



The statuette from which was developed the frontispiece of this number of The American Printer

editorial inserts are included several reproductions in larger size of portraits especially reproduced for this number. Among them are included the Zeese Wil-

kinson, Trichromatic-Overhage, Reich-Rudge, Chamberlin-Browning, West-Kellogg inserts. The wood cut portrait, by W. A. Dwiggins after the portrait by Martin, is an interesting contribution, as it is from the printing house directly descended from the printing shop of Benjamin Franklin. The Munder portrait is an interesting presentation of the Duplessis portrait, accompanied by harmonious decoration by Edward Edwards. The White-Ronalds insert presents a notable portrait photographic study from a statuette owned by THE AMERICAN PRINTER. The portrait of Franklin in his old age on the Heywood, Strasser and Voight lithographic insert shows a pleasing sketch by John Wolcott Adams that at the same time presents a picture of Philadelphia in Franklin's day. This subject is shown through the courtesy of the Bobbs-Merrill Company and is from their book "In the Days of Poor Richard." Another interesting portrait is on the Fell insert from a drawing by Guernsey Moore.

Events in the life of Franklin

A remarkable feature of the editorial inserts in the Graphic Arts and Crafts Section of this number is that they present in word and picture the story of the life of the great printer.

The Stetson Press insert shows at a glance some of the high spots in the life of Franklin and the Schiller-Green insert goes more into detail and associates the activities of Franklin with contemporary events.

In Mr. Shaefer's linoleum decorative illustration we have a picture presentation of the old childhood Banbury Cross verse. This insert was inspired by the fact that Franklin's father and mother lived in Banbury when they left England for the American Colonies. Of course we should not lose sight of the fact that Ecton, England, is the historic ancestral home of the Franklins. From Banbury we are taken to Boston and in the Redfield-Kendrick-Odell insert are shown the modest house that was the birthplace of the boy Benjamin, back in 1706.

In the Holt-Reiss insert we find Franklin as a newsboy delivering copies of his brother's newspaper and momentarily attracted by volumes in an old bookstore window.

The Ruwe insert shows in photographic fac-simile exact size, the first copy of the *New England Courant* that contains the name of Benjamin Franklin as the publisher and printer. This was in February, 1723, and the chief event among those being commemorated this year.

The Ellinger-Gibbs insert tells of the seventeen year old lad leaving Boston for New York and of his applying there for work at the printshop of William Bradford. The insert presents a drawing especially made for this number showing New York as it looked to Franklin when he landed from his Boston boat. Quite a different view from that which one obtains today. The Penfield-Patteson Press-Franklin Printing Company insert illustrates Franklin's entry into Philadelphia two hundred years ago coming October, after he had unsuccessfully sought work in New York. Here we have the famous bit of romance in which Franklin walking up the street eating a roll

amuses the young lady who afterward became Mrs. Franklin. On the Dunn-Stern insert we have a drawing especially made for this number showing another view of Philadelphia in Franklin's time.

The next event to be given attention is to be found on the insert contributed by the Oxford University Press of Oxford, England. It has to do with the year 1725, when young Franklin went to London and secured work in Palmer's printing office. An old wood cut on this insert presents an illustration of the printing office which then occupied the chapel of an old church.

It will be remembered that Oxford University in 1762 conferred on Franklin the degree of D.C.L. (Doctor of Civil Law). A record of the ceremony conferring this degree, written in Latin, is preserved in the archives of that university. As Franklin tells us in his autobiography, he next secured employment in Watts's printing office near Lincoln's Inn Fields. The insert contributed by George W. Jones of London contains an interesting illustration (especially engraved on wood for this number) of the event when Franklin, known as the "Water American," chided the other printers for their excessive drinking of ale. It is interesting that the insert contributed by the Shakespeare Head Press, Stratford-upon-Avon, England, contains the quotation from Franklin's Autobiography describing the event pictured on Mr. Jones's wood engraving.

The next insert finds Franklin back in Philadelphia, where through the medium of the Junto he started the first circulating library in America. The story is told on the pleasing insert contributed by the printing department of the New York Public Library.

As time goes on we find Franklin in business for himself. An interesting sketch of Franklin's printing office and book store next door to Christ Church is shown on the Century-Rerra insert. The Ketterlinus color subject portrays an incident in the life of Franklin, the employing printer. The Colorplate Engraving Company's insert shows Franklin in the roles of printer and bookseller and of patriot and statesman, two phases of his life that dominated his career.

In the Altemus-McGraw-Phillips insert is illustrated Franklin's interesting experiment with lighting by means of a key. Another side of Franklin's life is suggested by the Preston-Beck color illustration of old Christ Church, Philadelphia, where he worshipped. Franklin's gradual interest in public affairs and official recognition of his capabilities resulted in his selection to represent Pennsylvania in England in the discussion of the affairs of the colonies. He made this second trip to England in 1757. The event is commemorated by the Illian-Gardner insert which contains from Franklin's autobiography an account of an incident of the voyage. His home in Craven Street, London, during his residence there in an official capacity is indicated by the exceptionally fine illustration on the Rosa-Rogers insert. In one of his letters home to his wife, written a year after his arrival in England, he makes mention of the purchase of a jug. This incident is portrayed on the Rous & Mann insert. It will be recalled that

while in England on the affairs of the colonies he took occasion to make a trip to Paris and there was presented at the French court. The Electro-Light-Stone insert quaintly illustrates this incident. The king is Louis XV and Franklin told of the presentation in an interesting letter written in 1767 to Miss Mary Stevenson.

After Franklin returned to America he found great events happening and he immediately became involved in them. He was naturally consulted in regard to plans for independence and was one of the committee to draw up the declaration. The signing of the declaration is shown in the Maurice Joyce insert made direct for this number of THE AMERICAN PRINTER from the painting by John Trumbull in the Rotunda of the United States Capitol at Washington. Franklin's association with Washington received notice on the Murphy colored insert. Another incident in his patriotic endeavors is presented on the Douglas-Fletcher-Dittrich insert.

At the age of seventy Franklin is called upon to represent the United States in France. His success in attracting attention to the needs of his country and in making himself popular is illustrated by two inserts that picture the same event—Franklin being fêted and idolized at the French court. These inserts are the Gatchel & Manning two-color illustration and the four-color subject from the Curtis Publishing Company.

The extent of Franklin's popularity is realized when one finds among the inserts so many likenesses of the great patriotic printer. In the Franklin collection at the Metropolitan Museum of Art, New York, is a small bit of statuary rich in design which pictures Franklin's success in formulating a treaty with France recognizing the independence of America. This bit of statuary has been handsomely reproduced on the Walker insert.

The Singleton-Sherwood insert quotes the diary of Franklin's grandson.

The Revolutionary War is ended; America is free. Franklin, honored and in the last years of a life full of activity and service, spends his days quietly in the city of his adoption.

The Lakeside Press insert presents an incident in the life of Franklin three years before he passed away. A clergyman, Manasseh Cutler of Massachusetts, visited him in his home in Market Street and made a record of his visit in his diary. The insert contains the story of this visit and it is worthy of being carefully read. The illustration that appears on the insert pictures this visit.

Quoting Franklin himself

Franklin was such an interesting writer, the views he expressed were on such a variety of subjects, that many of the inserts were made up from copy written by him. On the Kalkhoff insert is the famous story of the whistle, an incident of his childhood days. On the Rollins-Yale insert is a business letter to William Strahan, the English printer, in which there is an order for equipment for a printing office to be set up by a nephew at New Haven. In it we find Franklin suggesting improvements in the con-

struction of the printing press. On the Grabhorn-McDonald insert, Franklin is writing to Baskerville, the English printer and typefounder, and there are discussed the relative merits of Baskerville's and Caslon's types. On the Eddy Press insert is a translation of a letter written in French by Franklin to Fournier, French typefounder, in reply to a request that the American printer pose for a portrait.

Franklin rises to the heights of literature in his two parables, on the insert from John Henry Nash, and on the one by Horace Carr. The method of the young printer may be seen in the scheme of life that he adopted for himself, displayed on the Eskew insert. The maxims written by Franklin for his "Poor Richard's Almanack," are adapted attractively on the Marchbanks, Hult and Morland inserts. On the last mentioned insert two of the quaint illustrations done by the late C. Lovat Fraser are utilized effectively.

Like most printers, Franklin occasionally wrote rhyme. When the American constitution was adopted back in 1787 the event was celebrated in Philadelphia by a parade of the men of various vocations. Franklin, then eighty-one years of age, is thought to have written a song, each stanza being directed toward one of the vocations. This song has been delightfully illustrated by George Illian and printed by the Publishers Printing Company.

Franklin's famous epitaph finds place on the Wynkoop-Hallenbeck-Crawford insert.

Eulogies of the great printer-statesman

The earliest eulogy is that of George Washington, as it appears on the Nast-McMurtrie insert. The tribute paid to Franklin on his death by the noted French Revolutionist, Mirabeau, is a remarkable one as found on the Goudy-Currier insert. Benjamin Franklin, the printer, is lauded in the Winthrop inauguration address on the Diamant insert. The splendid Mitchell poem to the memory of Franklin has been fittingly presented on the San Francisco craftsmen insert. The Williams, Hubbard, Jusserand and Wilson eulogies are interestingly impressed on the Biggar-Baker, Roycroft, Jaquish-Gildea-Blanchard and Burnett inserts.

Tributes to Franklin for his interest in music and his accomplishments in a medical way are found on the Eilert and Hoeber inserts.

Franklin, the friend of books and librarians, is remembered by the Newark Library on its insert, and the sign "B. Franklin, Printer" on an illustration is the topic for a bit of eulogy on the Royal insert. "Poor Richard" is praised in serious verse on the Young-McCallister insert, and an electrical incident in Franklin's activities is portrayed in verse, tuned up to an illustration by F. G. Cooper, on the Maqua insert.

Mediums and Processes

That it is possible to produce a fine piece of printing by typography alone is proved by the Carr, Nash, Goudy, Grabhorn, Rollins, Baker, Eskew, Geist and McMurtrie inserts.

Typography is sometimes made even more effective

when supplemented by a bit of illustration as on the Shakespeare, Marchbanks, Cicatelli, Craftsmen, Oxford, Schiller, Hult, Kalkhoff, Hoeber and Newark inserts.

Decoration, combined with typography, is present in a pleasing variety of form on the Jaquish, Stetson, Winters, Crawford, Singleton, Hornung and Eilert inserts.

Illustration is a prominent feature of the Shaefer, Rosa, Illian, Fraser, Fletcher, Stowaway, Ruzicka, Ellinger, Diamant, Kittredge, Roycroft, Royal, Rerra, Southworth and Caslon inserts.

The pictorial element is present in a large degree on the Munder, Heywood-Strasser-Voight, Kellogg, Walker, Rudge, Zeese-Wilkinson, Patteson, Beck, Curtis, Dunn, McGraw-Phillips, Ketterlinus, Colorplate, Stone, Gatchel & Manning, Murphy, Franklin Printing, Jones, Maqua, MacGregor-Cutler, Rous & Mann, Fell, and Times-Mirror inserts.

Photo-engraving as a process was probably most used on these inserts, the facsimile of the *New England Courant* being an interesting example.

The four-color halftone process was used on nine inserts; one color halftone on four; two color halftone on two; benday color plates on four; highlight halftones on three; zinc line plates on twenty-three; copper line plate on one.

Four of the inserts contained wood engravings. The illustration on one insert was cut on linoleum. One insert was produced lithographically, one by four-color offset and one by rotary gravure.

The work of many artists and typographers is represented on these inserts in the Graphic Arts and Crafts Section. Among the artists contemporary with Franklin are Jean A. Houdon, the sculptor; Joseph S. Duplessis, Mason Chamberlin, Benjamin West, Vanloo and Baron Jolly. The reproductions of paintings include the work of S. M. Arthur, Eyre Crowe, J. L. G. Ferris, E. Percy Moran, Edward Penfield, James Preston, E. Boyd Smith.

There are illustrations by John Wolcott Adams, L. H. Appleton, Harvey Hopkins Dunn, W. A. Dwiggins, Carlton D. Ellinger, Sydney Fletcher, the late C. Lovat Fraser, George Illian, Guernsey Moore, James Reich, Guido and Lawrence Rosa, Rudolph Ruzicka, F. W. Shaefer.

Decoration by Edward S. Crawford, O. W. Jaquish, and Ray Winter is found on several of the inserts, and the decorative cover design of the Franklin Bi-Centennial Number of THE AMERICAN PRINTER is by George F. Trenholm.

A photographic study is by Clarence H. White.

Typography plays a big part in the effectiveness of many of the inserts. Among the typographers represented are Fred W. Anthoenson, William Henry Baker, Walter Bradley, Horace Carr, Vincent Cicatelli, Lester Douglas, William Eskew, Bertha M. Goudy, Frederic W. Goudy, Ellsworth Geist, Edwin E. Grabhorn, Gustave E. Hult, Heywood H. Hunt, Hartley E. Jackson, George W. Jones, William A. Kittredge, Barnard J. Lewis, Hal Marchbanks, Douglas C. McMurtrie, John Henry Nash, B. A. Newdigate, Louis J. Rerra, C. P. Rollins, Emil George Sahlin, Albert Schiller, and Fred T. Singleton.

List of editorial inserts

Cover, designed in a French motif by George F. Trenholm, Boston. Includes the Franklin arms.

Frontispiece. Franklin in sculpture. A study in photography, by Clarence H. White. Reproduced in halftone, with undertone. Contributed by the Ronalds Press, Montreal, Canada.

1. French decorative design by Clarence Pearson Hornung, engraved on copper. Contributed by the Robert L. Stillson Company, New York.

2. Philadelphia in the time of Benjamin Franklin. Drawn by Harvey Hopkins Dunn. In two printings. Contributed by Edward Stern & Company, Philadelphia.

3. West's portrait of Franklin, reproduced in offset. Contributed by the Andrew H. Kellogg Company, New York.

4. Franklin's parable on brotherly love, in French Gothic typography. Contributed by John Henry Nash, San Francisco, California.

5. The Duplessis portrait of Franklin, reproduced in one printing from the original in the Metropolitan Museum of Art. Decoration by Edward Edwards. Contributed by Norman T. A. Munder & Company, Baltimore, Maryland.

6. Eulogy by French Ambassador Jusserand. Designed by O. W. Jaquish, Jr. Typography by David J. Gildea. Printing by the Blanchard Press, New York.

7. Portrait of Franklin, by Mason Chamberlin. Reproduced in four color halftone direct from the original painting in the Bates collection. Contributed by Clarence P. Browning, the Galvanotype Engraving Company, New York.

8. New York as it looked to Franklin in 1723. Drawn by Carlton D. Ellinger, with quotation from Franklin's Autobiography. Contributed by the Gibbs Press, New York.

9. Franklin and Louis XVI, King of France. Reproduction in halftone of a richly designed statuette from the Metropolitan Museum of Art. Contributed by the Walker Engraving Company, New York.

10. A Franklin boating experience, from his Autobiography. Illustration by George Illian, by courtesy of the Stowaways. Contributed by the Gardner Printing Company, Cleveland, Ohio.

11. Franklin in his old age, by John Wolcott Adams, reproduced in stone lithography. Contributed by Heywood, Strasser & Voight Lithographing Company, New York.

12. Franklin's life at a glance. Typography by Barnard J. Lewis. Contributed by the Stetson Press, Boston.

13. Where Franklin lived in Craven Street, London. Drawing in woodcut style by Guido and Lawrence Rosa. In two printings. Contributed by Rogers & Company, New York.

14. Franklin as the founder of circulating libraries. Woodcut by Rudolph Ruzicka. Contributed by the Printing Department of the New York Public Library.

15. Franklin entering Philadelphia in 1723. Illustration in colors by Edward Penfield. Four-color halftone plates lent by the Franklin Printing Company. Contributed by the Patteson Press, Edmund Wolcott, President, New York.

16. Franklin's birthplace, from an old print. Typography by Vincent Cicatelli. Contributed by the Redfield-Kendrick-Odell Company, New York.

17. Franklin the patriot conferring with John Adams and Alexander Hamilton. Woodcut by Sydney Fletcher. Printed by A. E. Dittrich. Designed by Lester Douglas, New York.

18. As Poor Richard Says. Typography by Hal Marchbanks. Contributed by the Marchbanks Press, New York.

19. Franklin at the Court of France in 1778. Painting by Baron Jolly. Contributed by the Curtis Publishing Company, Philadelphia.

20. Unpublished portrait of Franklin, by Jacques Reich, in highlight halftone. Contributed by William Edwin Rudge, Mount Vernon, New York.

21. Banbury, England, where Franklin's father lived. Decorative illustration based on the old nursery rhyme, featuring the "lady on the white horse." Drawn and cut in linoleum by F. W. Shaefer. Contributed by the Tri-Arts Press, New York.

22. Tribute to Franklin the Printer, by R. C. Winthrop. Contributed by E. M. Diamant Advertising Service, New York.

23. "Poor Richard," a tribute in verse, by Clyde B. Morgan. Decorations by Ray Winters. Contributed by Young & McCallister, Los Angeles, California.

24. Old Christ Church, Philadelphia, where Franklin wor-

- shipped. Illustration in color by James Preston. Reproduced in four color process and shown by courtesy of the Public Ledger Company. Contributed by the Beck Engraving Company, Philadelphia.
25. Franklin's grandson learns typefounding from Didot of Paris. Done in Didot typography with especially drawn border. Contributed by Fred T. Singleton, New York. Printed by Hiram Sherwood Printing Company, New York.
26. Franklin, the "Water American," and his fellow printers in Watts's printing office. Engraved in wood for two printings. Contributed by George W. Jones, London, England.
27. Franklin's experiences as a young printer in Watts's printing office—London in 1725. From his autobiography. Contributed by the Shakespeare Head Press, Stratford-upon-Avon, England.
28. A Franklin letter to John Baskerville, done in Baskerville typography. Contributed by Edwin and Robert Grabhorn and James McDonald, San Francisco, California.
29. Woodcut portrait in colors by W. A. Dwiggins, after Martin. Contributed by the Franklin Printing Company, Philadelphia, which is descended in direct line from the printing office founded by Franklin in 1728.
30. Franklin's parable against intolerance, in decorative Black Letter typography. Contributed by Horace Carr, Cleveland, Ohio.
31. A French contemporary portrait of Franklin in color halftone. Contributed by the Zeese-Wilkinson Company, Long Island City, New York.
32. Song of the craftsmen of old, verses by Franklin. Illustrated by George Illian. Contributed by the Publishers Printing Company, New York.
33. Franklin presented to the king and queen of France. Reproduced in the style of a hand-colored woodcut print by the Electro-Light Engraving Company, New York. Contributed by the Stone Printing Company, Roanoke, Virginia.
34. Reproduction from the original copy of the *New England Courant* in the possession of the British Museum, London, England. Contributed by the Edgar C. Ruwe Co., New York.
35. The Wisdom of Franklin. Typography by Walter Bradley. Illustrations by the late C. Lovat Fraser. Contributed by the Morland Press, London, England.
36. Tribute to Franklin by Mirabeau in the French National Legislature. Typography and type designed by Federic W. Goudy; type set by Bertha M. Goudy. Contributed by Everett Currier Limited, New York.
37. "He snatched the thunderbolt from heaven," a color illustration. Reproduced in benday line plates. Contributed by the McGraw-Phillips Printing Company, New York.
38. Franklin's letter to his friend the English printer, Strahan, ordering material for a printing office in New Haven. Typography by Carl Purington Rollins, printer to the University. Contributed by the Yale University Press, New Haven, Connecticut.
39. Franklin the employing printer. Painting by S. M. Arthur, reproduced in four color process halftone. Contributed by the Ketterlinus Lithographic Company, Philadelphia.
40. Franklin eulogy in verse by S. Weir Mitchell. Typography by Hartley E. Jackson and Haywood H. Hunt. Presswork by Lewis T. Gardner and William Simpson. Contributed by the Bay Cities Club of Printing House Craftsmen, San Francisco, California.
41. Franklin receiving the homage of the French Court. Reproduced in two color halftone. Contributed by Gatchel & Manning, Philadelphia.
42. The old Franklin printing office. Contributed by the Royal Electrotype Company, Philadelphia.
43. Tribute to Franklin by C. R. Williams. Designed by William Henry Baker. Printed by the Biggar Printing Company, Cleveland, Ohio.
44. Franklin and Washington. Painting by E. Percy Moran. Reproduced in three color process halftone. Contributed by the Thomas D. Murphy Company, Red Oak, Iowa.
45. Franklin and books. Illustration of Franklin's book store. Contributed by Louis J. Rerra, Irvington, New Jersey.
46. Elbert Hubbard's tribute to Benjamin Franklin. Typography by Emil George Sahlin. Contributed by the Roycrofters, East Aurora, New York.
47. Printers' flowers of Franklin's time. Typography by Francis Meynell. Contributed by Francis Meynell Pelican Press, London, England.
48. Franklin and contemporary events. Compiled and arranged by Albert Schiller. Contributed by William Green, New York.
49. Franklin's scheme of life, done in Goudy Newstyle types. Contributed by William Eskew, Portsmouth, Ohio.
50. The old foundry of William Caslon, Franklin's friend.
51. Father Abraham quotes Poor Richard. Woodcut by L. H. Appleton. Contributed by Gustave Ewald Hult, New York.
52. Franklin's efforts to further the making and reading of books. Contributed by John Cotton Dana, Press of the Free Public Library, Newark, New Jersey.
53. Where Franklin printed when he first reached London. Typography in the famous Dr. Fell seventeenth century types and metal flowers. Contributed by the Oxford University Press, Oxford, England.
54. A visit to Franklin at home in his old age, from the diary of Manasseh Cutler, with illustration. Typography by William A. Kittredge. Contributed by Donnelley's The Lakeside Press, Chicago.
55. Signing of the Declaration of Independence. From the original in the rotunda of the Capitol. Reproduced in two color halftone. Contributed by the Maurice Joyce Engraving Company, Washington, D. C.
56. The story of the whistle, from a letter written by Franklin in 1779. Contributed by the Kalkhoff Company, New York.
57. Franklin and his kite. Drawn by Fred G. Cooper. With benday color plate. Contributed by the Maqua Company, Schenectady, New York.
58. An appreciation of Franklin as an advertising man, by Alfred Stephen Bryan. Contributed by Phillips & Wienes, New York.
59. Franklin's bookshop and Franklin helping to write the Declaration of Independence. Reproduced in four color process from paintings by J. L. G. Ferris. Contributed by the Color-plate Engraving Company, New York.
60. Franklin, inventor of bifocal spectacles. Typography by F. W. Goudy. Contributed by Paul B. Hoeber, New York.
61. Franklin as seen by Woodrow Wilson. Contributed by the Marion S. Burnett Company, Chicago.
62. A Poor Richard proverb. Typography by Frederick W. Antloenson. Contributed by the Southworth Press, Portland, Maine.
63. Franklin as a newsboy in Boston. Illustration by E. Boyd Smith. Reproduced in three color process halftone. Contributed by the Morris Reiss Press, New York.
64. Poor Richard on a house organ. Illustration by Guernsey Moore with lettering. Contributed by the William F. Fell Company, Philadelphia.
65. Franklin writes to Fournier the Younger, French typefounder. Typography in the Fournier style by Ellsworth Geist. Contributed by the Eddy Press Corporation, Pittsburgh, Pa.
66. Franklin and his press, from a stained glass window at Valley Forge. Contributed by the MacGregor-Cutler Printing Company, Pittsburgh, Pennsylvania.
67. Washington's appreciation of Franklin's greatness. Arranged by Douglas C. McMurtrie in a type face of his own design. Contributed by the Condé Nast Press, Greenwich, Conn.
68. A Franklin portrait in color, woodcut style. Contributed by the Times-Mirror Printing and Binding House, Los Angeles, California.
69. Hitherto unpublished portrait of Dr. Benjamin Franklin. Engraved by Trichromatic Engraving Company. Contributed by Paul Overhage, New York.
70. Franklin and his jug. Line illustration and decoration in color. Contributed by Rous & Mann, Toronto, Canada.
71. Franklin's interest in music, a tribute. With four-color process halftone Duplessis portrait. Contributed by the Eilert Printing Company, New York.
72. Houdon's bust of Franklin. Reproduced in photogravure. Contributed by the Gravure Appliance Company, Bound Brook, New Jersey.
73. Franklin signing the Declaration. Contributed by the Speaker-Hines Printing Company, Detroit, Michigan.
74. Franklin's epitaph written by himself. Decoration by Edward S. Crawford. Contributed by the Wynkoop-Hallenbeck-Crawford Company, New York.



GRAPHIC
ARTS AND CRAFTS
SECTION

*The Franklin
Bi-Centennial Number
of the American Printer*

1723 1923

A review of these editorial inserts will
be found on accompanying pages
and one of the inserts has been taken
from the group and shown
as a frontispiece

*Compiled by
Edmund G. Gress*



PHILADELPHIA in the time of BENJAMIN FRANKLIN as drawn by Harvey Hopkins Dunn, from engraving by William Birch & Son, published in 1790. This insert contributed to the Franklin Bi-Centennial Number of The American Printer by Edward Stern & Co., Philadelphia



From the original Picture by Benjamin West, P. R. A.

"Eripuit caelo fulmen, sceptrumque Tyrannis."

(He snatched the thunderbolt from Heaven and the scepter from the hands of tyrants)

Facsimile Process Reproduction in 4 color offset. Contributed to the Franklin Bi-Centennial Number of the American Printer by the Andrew H. Kellogg Company, New York.

A R R A B U C

- x In those days there was no worker of iron in all the land. And the merchants of Midian passed by with their camels, bearing spices, and myrrh, and balm, and wares of iron.
- xi And Reuben bought an axe of the Ishmaelite merchants, which he prized highly, for there was none in his father's house.
- xii And Simeon said unto Reuben his brother, "Lend me, I pray thee, thine axe." But he refused and would not.
- xiii And Levi also said unto him, "My brother, lend me, I pray thee, thine axe"; and he refused him also.
- xiv Then came Judah unto Reuben, and entreated him, saying, "Lo, thou lovest me, and I have always loved thee; do not refuse me the use of thine axe."
- xv But Reuben turned from him, and refused him likewise.
- xvi Now it came to pass, that Reuben hewed timber on the bank of the river, and his axe fell therein, and he could by no means find it.
- xvii But Simeon, Levi, and Judah had sent a messenger after the Ishmaelites with money, and had bought for themselves each an axe.
- xviii Then came Reuben unto Simeon, and said, "Lo, I have lost mine axe, and my work is unfinished; lend me thine, I pray thee."
- xix And Simeon answered him, saying, "Thou wouldest not lend me thine axe, therefore will I not lend thee mine."
- xx Then went he unto Levi, and said unto him, "My brother, thou knowest my loss and my necessity; lend me, I pray thee, thine axe."
- xxi And Levi reproached him, saying, "Thou wouldest not lend me thine axe when I desired it, but I will be better than thou, and will lend thee mine."
- xxii And Reuben was grieved at the rebuke of Levi, and being ashamed, turned from him, and took not the axe, but sought his brother Judah.
- xxiii And as he drew near, Judah beheld his countenance as it were covered with grief and shame; and he prevented him, saying, "My brother, I know thy loss; but why should it trouble thee? Lo, have I not an axe that will serve both thee and me? Take it, I pray thee, and use it as thine own."
- xxiv And Reuben fell on his neck, and kissed him, with tears, saying, "Thy kindness is great, but thy goodness in forgiving me is greater. Thou art indeed my brother, and whilst I live, will I surely love thee."
- xxv And Judah said, "Let us also love our other brethren; behold, are we not all of one blood?"
- xxvi And Joseph saw these things, and reported them to his father Jacob.
- xxvii And Jacob said, "Reuben did wrong, but he repented. Simeon also did wrong; and Levi was not altogether blameless.
- xxviii "But the heart of Judah is princely. Judah hath the soul of a king. His father's children shall bow down before him, and he shall rule over his brethren."

— Benjamin Franklin.

CONVOCATION

WHO DECLARED THAT WEST OF CHICAGO THERE WAS NO STATUE OF BENJAMIN FRANKLIN? I THINK IT WAS HENRY LEWIS BULLEN; ANYHOW, LET US BLAME FRIEND HENRY. ❧ ALL WHO LOVE BOOKS, ALL WHO LOVE FRANKLIN AND ALL WHO LOVE TO MAKE BOOKS SHOULD HOLD IT THEIR PRIVILEGE TO THIS YEAR ERECT SUCH A STATUE SOMEWHERE IN THE WEST. AND LET IT BE A NOTABLE SCULPTURE—IN TRIBUTE AND FOR INSPIRATION. ❧ I HAVE PREFERRED THAT THIS “PARABLE,” INSTEAD OF CARRYING A MORE SELFISH MESSAGE, SOUND THE RALLYING CALL TO VARIOUS ORGANIZATIONS THAT ARE COMPETENT TO INCEPT AND CONSUMMATE SUCH A WORK. ❧ I PLEDGE MY CONSTRUCTIVE SUPPORT.

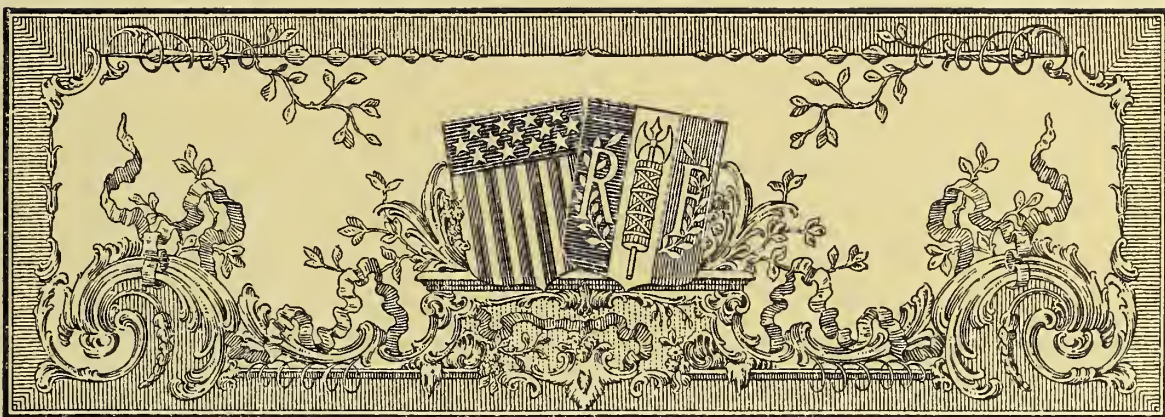
JOHN HENRY NASH, PRINTER
SAN FRANCISCO



*From the Duplessis portrait of Franklin at the Metropolitan Museum of Art, New York City
Reproduced by Permission*

*Printed by Norman T. A. Munder & Company, Baltimore
as a contribution to the Franklin Bi-Centennial Number of The American Printer*

*Decoration by Edward Edwards
Engravings by The Walker Engraving Company*

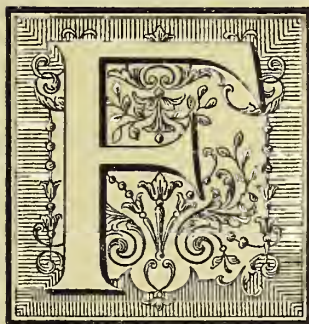


EQUALITY

*A Tribute to Benjamin Franklin by the
French Ambassador
to the
United States*

M. JULES JUSSERAND

*On the occasion of a Memorial Ceremony at the Grave of
Franklin, Christ Church Burial Ground,
Philadelphia, 1921*



RANKLIN came to France with his smile of benignity, his kind heart and his sharp wit, and he was welcomed at the most brilliant court in Europe. He came for help, but he remained to teach us something that we have never forgotten—equality.

It was Benjamin Franklin who taught France that no man should have a better chance in this world because he happened to be born in some certain caste or class.

One hears so much of his thrift. It was unquestionably one of his most laudable traits, but it was nothing to his generosity. He acted again and again as we would like to see all men act, and as some of them do today. In

his electrical experiments, in the perfection of his stove which is still in use he did not seek wealth, but gave the fruits of his genius for the benefit of the whole people. France admires that.

The medal that you have presented to France represents a man ever venerated and admired in my country—the scientist, the philosopher, the inventor, the leader of men, the one who gave to France her first notion of what Americans were.

“When you were in France,” the Marquis de Chestellu wrote in a letter to Franklin, “there was no need to praise the Americans. We had only to say, ‘Look, here is their representative.’”



Contributed to the

FRANKLIN BI-CENTENNIAL NUMBER

of

THE AMERICAN PRINTER

by

O. W. JAQUISH, JR.

Designer

DAVID J. GILDEA

Typographer

BLANCHARD PRESS

Printer

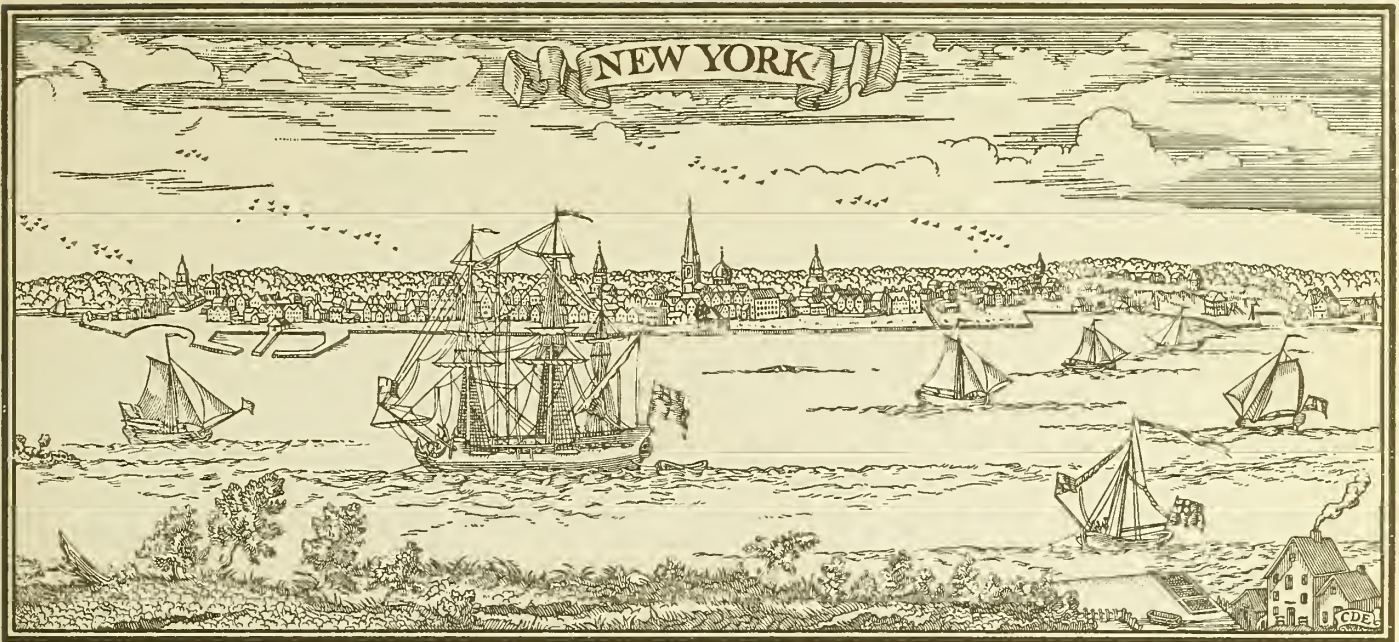
NEW YORK 1923



BENJAMIN FRANKLIN

Reproduced in four colors from the original painting
Painted in 1762 by Mason Chamberlain
From the Bates Collection—Courtesy of M. Knoedler & Co.

*Contributed to the Franklin Bi-Centennial Number of the American Printer
by CLARENCE P. BROWNING (Galvanotype Engraving Co., New York)*



NEW YORK AS IT LOOKED TO FRANKLIN



WHEN HE LANDED HERE IN OCT. 1723

AT length a fresh difference arising between my brother and me, I took upon me to assert my freedom, presuming that he would not venture to produce the new indentures. It was not fair in me to take this advantage, and this I therefore reckon as one of the first *errata* of my life: but the unfairness of it weighed little with me, when under the impression of resentment for the blows his passion too often urged him to bestow upon me, though he was otherwise not an ill-natured man: perhaps I was too saucy and provoking.

When he found I would leave him, he took care to prevent my getting employment in any other printing-house of the town, by going round and speaking to every master, who accordingly refused to give me work, I then thought of going to New York, as the nearest place where there was a printer; and I was rather inclined to leave Boston when I reflected that I had already made myself a little obnoxious to the governing party, and, from the arbitrary proceedings of the Assembly in my brother's case, it was likely I might, if I stayed, soon bring myself into scrapes; and further, that my indiscreet disputations about religion began to make me pointed at with horror by good people as an infidel and atheist. I concluded, therefore, to remove to New York; but my father now siding with my brother, I was sensible that, if I attempted to go openly, means would be used to prevent me. My friend Collins, therefore, undertook to manage my flight. He agreed with the captain of a New York sloop to take me, under pretense of my being a young

man of his acquaintance, that had an intrigue with a girl of bad character, whose parents would compel me to marry her, and that I could neither appear nor come away publicly. I sold my books to raise a little money, was taken on board the sloop privately, had a fair wind, and in three days found myself at New York, near three hundred miles from my home, at the age of seventeen *October, 1723*, without the least recommendation, or knowledge of any person in the place, and very little money in my pocket.

The inclination I had had for the sea was by this time done away, or I might now have gratified it. But, having another profession, and conceiving myself a pretty good workman, I offered my services to a printer in the place, old *Mr. William Bradford*, who had been the first printer in Pennsylvania, but had removed thence in consequence of a quarrel with the governor, George Keith. He could give me no employment, having little to do, and hands enough already; but he said, "*My son at Philadelphia has lately lost his principal hand, Aquila Rose, by death; if you go thither, I believe he may employ you.*" Philadelphia was one hundred miles further; I set out, however, in a boat for Amboy, leaving my chest and things to follow me round by sea.

From BENJAMIN FRANKLIN'S *Autobiography*.



This insert has been designed by CARLTON D. ELLINGER *and printed by the* GIBBS PRESS INC.,
NEW YORK *for* THE FRANKLIN BI-CENTENNIAL NUMBER *of* THE AMERICAN PRINTER



LOUIS XVI, AND BENJAMIN FRANKLIN

Negotiating treaty between France and the United States recognizing the independence of America and the freedom of the seas

*Reproduced from the original in the Huntington collection of the Metropolitan Museum of Art, New York
Contributed to the Franklin Bi-Centennial Number of The American Printer by the Walker Engraving Company*

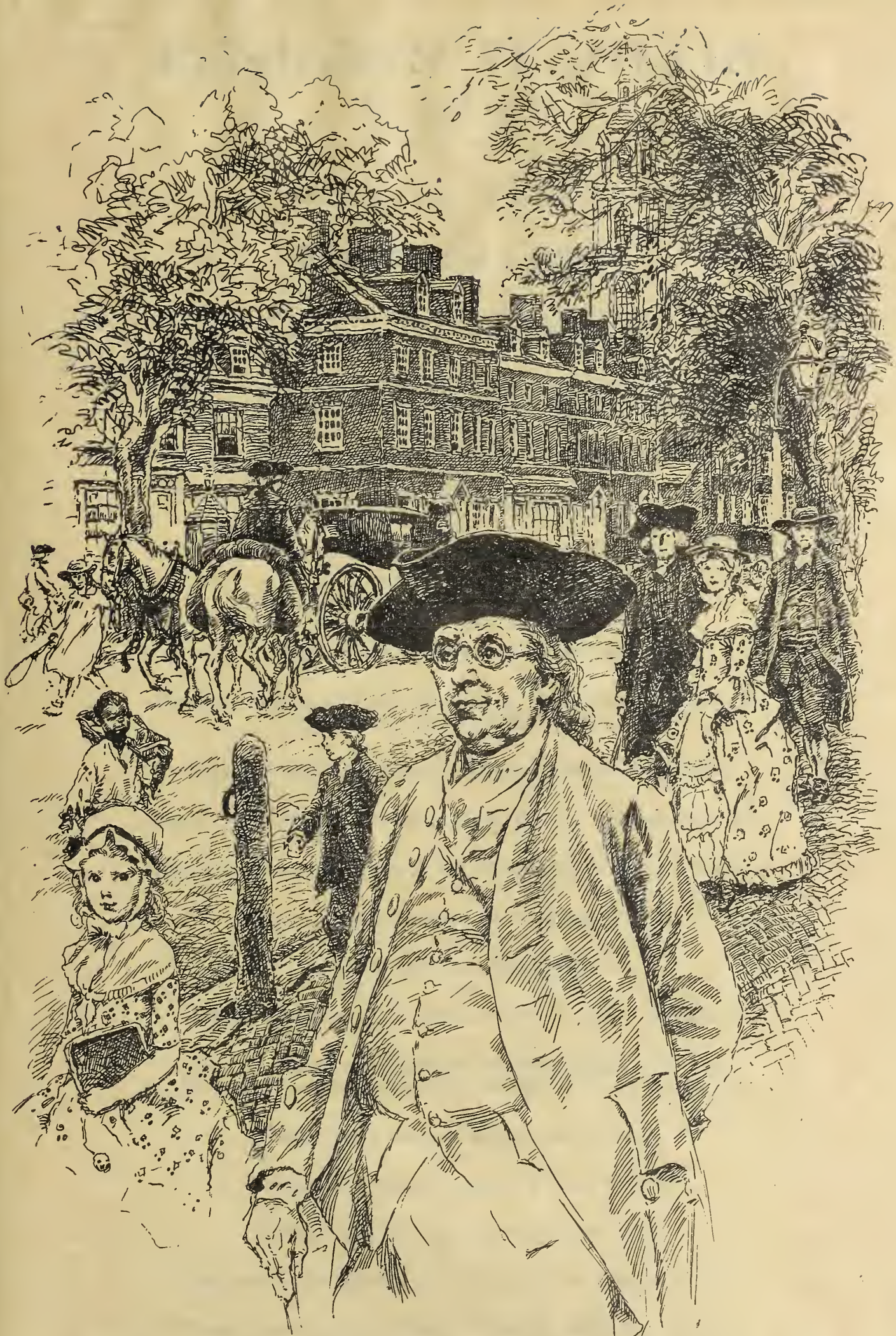


“OUR captain of the paquet had boasted much, before we sailed, of the swiftness of his ship; unfortunately, when we came to sea, she prov’d the dullest of ninety-six sail, to his no small mortification. After many conjectures respecting the cause, when we were near another ship almost as dull as ours, which, however, gain’d upon us, the captain ordered all hands to come aft, and stand as near the ensign staff as possible. We were, passengers included, about forty persons. While we stood there, the ship mended her pace, and soon left her neighbour far behind, which prov’d clearly what our captain suspected, that she was loaded too much by the head. The casks of water, it seems, had been all plac’d forward; these he therefore order’d to be mov’d further aft, on which the ship recover’d her character, and prov’d the best sailer in the fleet. The captain said she had once gone at the rate of thirteen knots, which is accounted thirteen miles per hour. We had on board, as a passenger, Captain Kennedy, of the Navy, who contended that it was impossible, and that no ship ever sailed so fast, and that there must have been some error in the division of the log-line, or some mistake in heaving the log. A wager ensu’d between the two captains, to be decided when there should be sufficient wind. Kennedy thereupon examin’d rigorously the log-line, and, being satisfi’d with that, he determin’d to throw the log himself. Accordingly some days after, when the wind blew very fair and fresh, and the captain of the paquet, Lutwidge, said he believ’d she then went at the rate of thirteen knots, Kennedy made the experiment, and own’d his wager lost.”

—From *Franklin's Autobiography*.
An incident of his trip to England in 1757.

Contributed to the Franklin Bi-Centennial Number of The American Printer
By The Gardner Printing Company, Cleveland, Ohio.

Illustration by George Illian, by courtesy of The Stowaways



DR FRANKLIN IN HIS OLD AGE

A LITHOGRAPH
CONTRIBUTED TO THE
FRANKLIN BI-CENTENNIAL NUMBER
OF
THE AMERICAN PRINTER

BY
HEYWOOD, STRASSER & VOIGT LITHOGRAPHING CO.,
NEW YORK

John Wolcott Adams

BENJAMIN FRANKLIN

at a glance

1706

BORN IN BOSTON

1718

Apprenticed as a Printer

1723

Became publisher of New-England Courant
Left home for New York and Philadelphia

1724

Went to London to buy printing material and, Governor Keith's assistance failing, worked in Palmer's and Watts's printing offices

1728

Established printing business in Philadelphia

1731

Started the first circulating library in America

1732

Began publication of Poor Richard's Almanac

1745

Commenced experiments in electricity

1749

Founded the University of Pennsylvania

1753

Honorary degrees conferred upon him by Harvard and Yale Colleges
Appointed deputy postmaster general

1756

Degree conferred upon him by College of William and Mary

1759

Degree conferred upon him by the University of St. Andrews (Scotland)

1762

Degree conferred upon him by the University of Oxford (England)

1764

Went to England as agent for American Colonies

1771

Began to write his autobiography

1772

Elected a member of the Royal Academy of Sciences (Paris)

1776

Signed the Declaration of Independence
Went to France as representative of United States of America

1778

Negotiated a treaty of alliance with France

1783

Negotiated a treaty of peace with Great Britain

1785

Chosen President (Governor) of Pennsylvania

1787

Delegate to convention to frame Constitution of United States

1789

Elected member of the Imperial Academy of Sciences (Russia)

1790

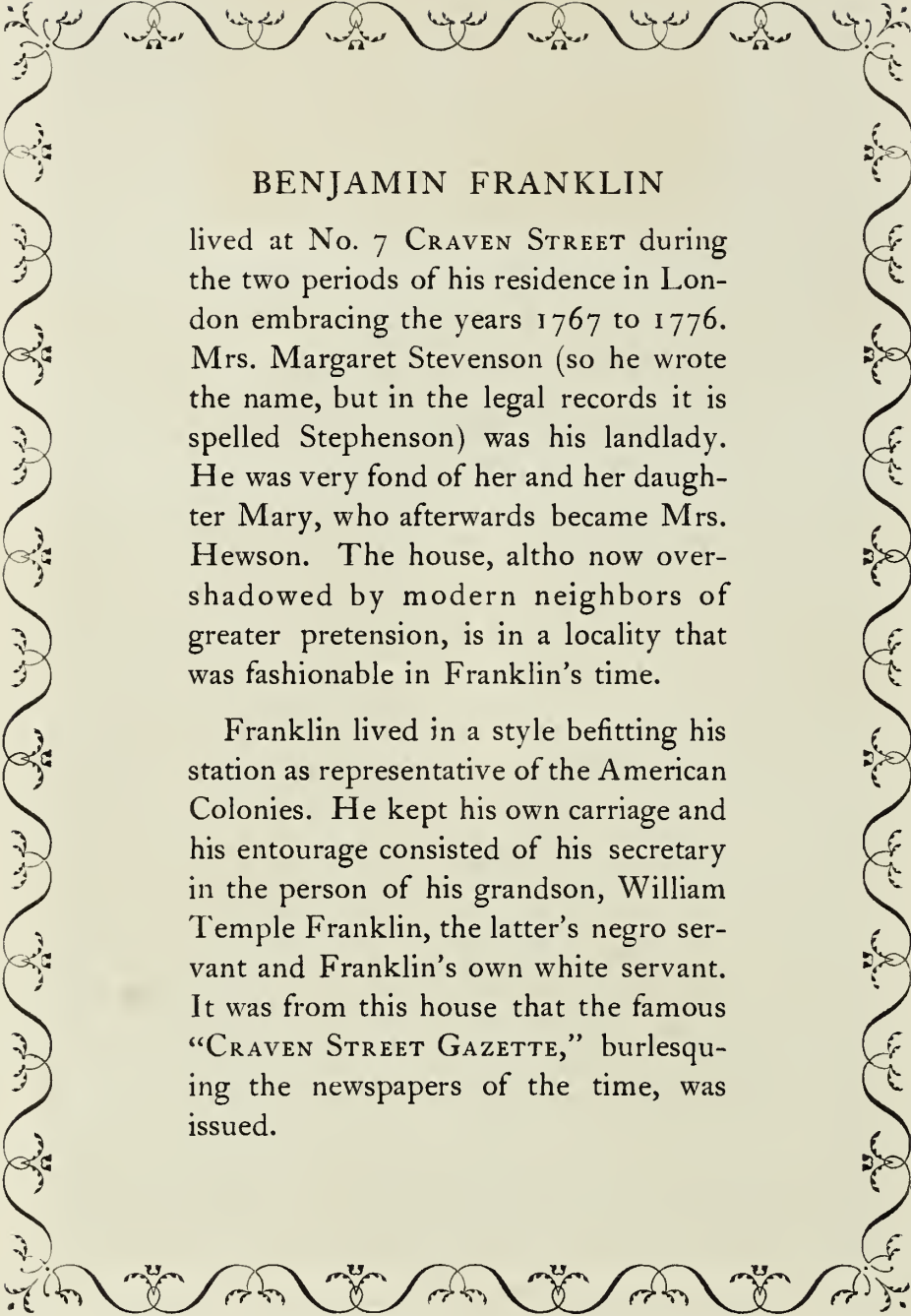
Died in Philadelphia



Number 7 CRAVEN STREET, LONDON, where FRANKLIN resided
while representing the Colonies

A descriptive note will be found on the following page

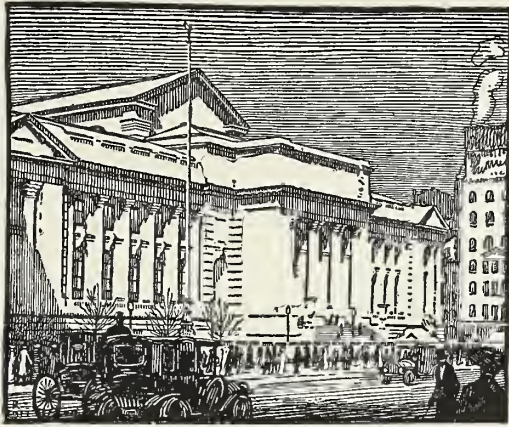
*This contribution to the Franklin Bi-Centennial Number of The American Printer
printed by ROGERS & COMPANY, CHICAGO and NEW YORK, and designed by Guido and Lawrence Rosa*

A decorative border with a repeating floral and scrollwork pattern surrounds the text.

BENJAMIN FRANKLIN

lived at No. 7 CRAVEN STREET during the two periods of his residence in London embracing the years 1767 to 1776. Mrs. Margaret Stevenson (so he wrote the name, but in the legal records it is spelled Stephenson) was his landlady. He was very fond of her and her daughter Mary, who afterwards became Mrs. Hewson. The house, altho now overshadowed by modern neighbors of greater pretension, is in a locality that was fashionable in Franklin's time.

Franklin lived in a style befitting his station as representative of the American Colonies. He kept his own carriage and his entourage consisted of his secretary in the person of his grandson, William Temple Franklin, the latter's negro servant and Franklin's own white servant. It was from this house that the famous "CRAVEN STREET GAZETTE," burlesquing the newspapers of the time, was issued.



THE NEW YORK PUBLIC LIBRARY TRIBUTE
To BENJAMIN FRANKLIN, *Founder*
OF AMERICAN CIRCULATING LIBRARIES

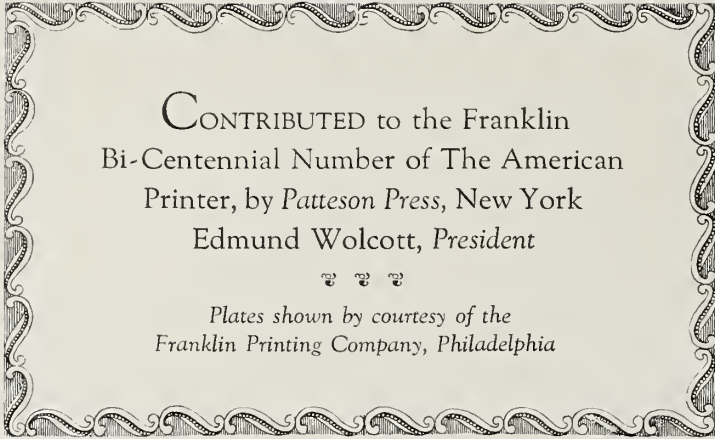
“About this time, our club meeting, in a little room of Mr. Grace’s, set apart for that purpose, a proposition was made by me, that since our books were often referred to in our disquisitions upon the queries, it might be convenient to us to have them altogether where we met, that upon occasion they might be consulted; and by thus clubbing our books to a common library, we should, while we liked to keep them together, have each of us the advantage of using the books of all the other members, which would be nearly as beneficial as if each owned the whole. It was liked and agreed to, and we filled one end of the room with such books as we could best spare. . . And now I set on foot my first project of a public nature, that for a subscription library. . . This was the mother of all the North American subscription libraries, now so numerous. It is become a great thing itself, and continually increasing. . . The books were imported; the library was opened one day in the week for lending to the subscribers, on their promissory notes to pay double the value if not duly returned. The institution soon manifested its utility, was imitated by other towns, and in other provinces. The libraries were augmented by donations; reading became fashionable; and our people, having no public amusements to divert their attention from study, became better acquainted with books, and in a few years were observed by strangers to be better instructed and more intelligent than people of the same rank generally are in other countries.”

From Franklin’s Autobiography



EDWARD
DENFIELD

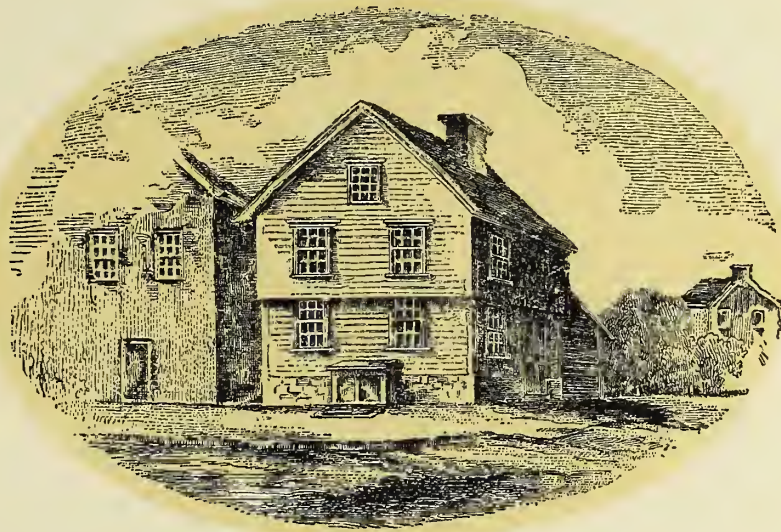
BENJAMIN FRANKLIN ARRIVING IN PHILADELPHIA - OCTOBER, 1723

A decorative border with a repeating scroll pattern surrounds the central text.

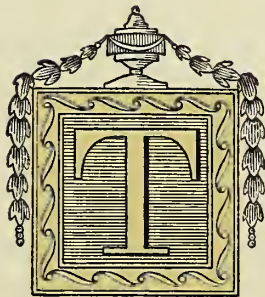
CONTRIBUTED to the Franklin
Bi-Centennial Number of The American
Printer, by *Patteson Press*, New York
Edmund Wolcott, *President*

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*Plates shown by courtesy of the
Franklin Printing Company, Philadelphia*



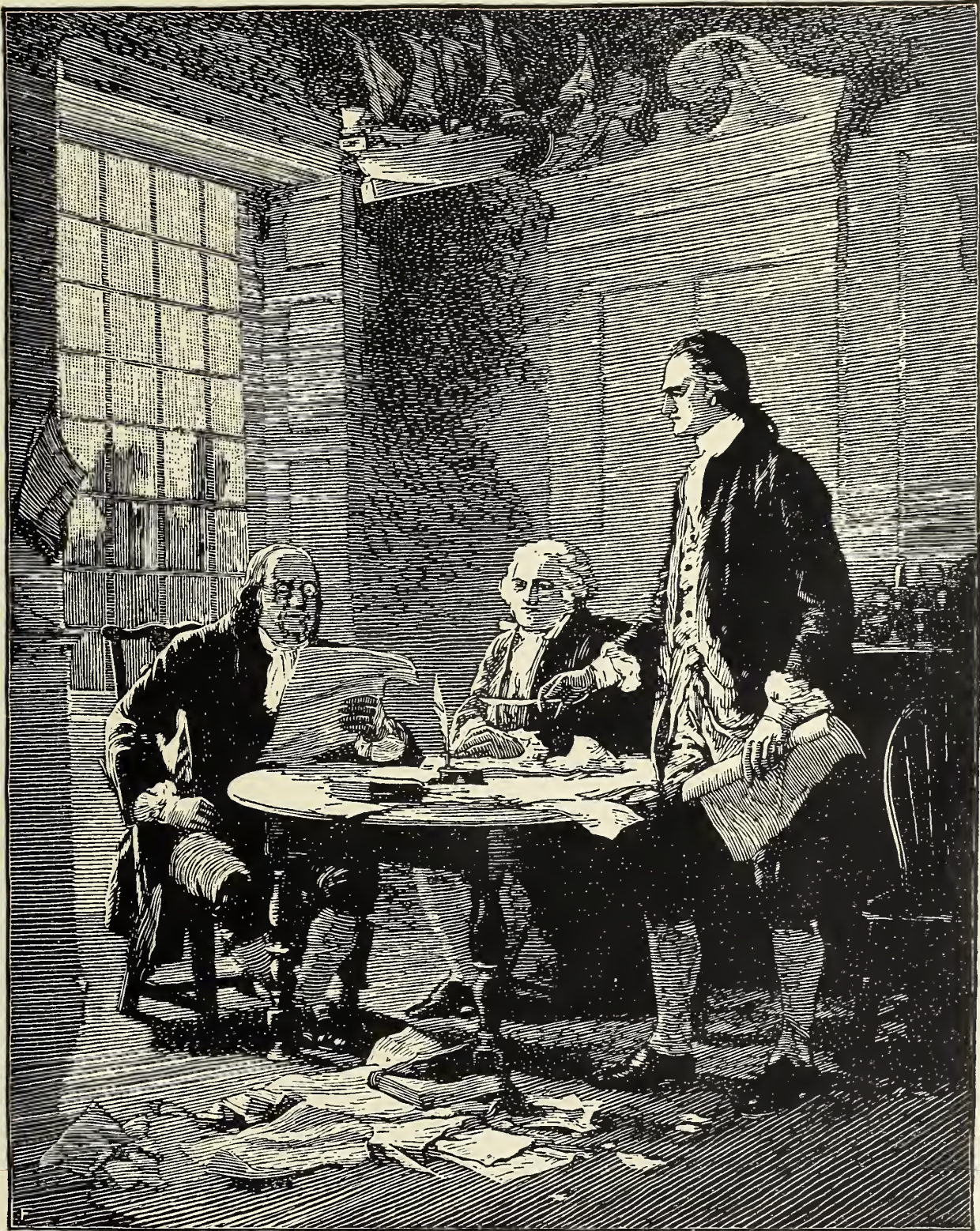
A Famous Birthplace



THIS rugged dwelling was the birthplace in January, 1706, of an almost unbelievable multitude of blessings to civilization—of the first public circulating library, of the bi-focal eyeglass, of the open stove and of the lightning-rod; of America's first philosophical society, its first volunteer militia, its first police force, its first fire company, its first street pavement, its first street-sweeping plan, its first hospital, its first magazine, its first high school, and of the first plan for uniting the American Colonies.

It was the birthplace of the greatest of all this country's diplomats, of one of its wisest statesmen, most ardent patriots, deepest thinkers, foremost journalists, truest humorists, ablest writers and sincerest philanthropists, as well as of the only man who wrote his name at the foot of all three of the immortal documents of American liberty—the Declaration of Independence, the Treaty of Peace with England, and the Constitution.

In a word, it was by way of this little Milk Street house that Benjamin Franklin, the Patron Saint of American Printing, made his modest entry into this world, which for centuries to come will benefit from his example and his genius.



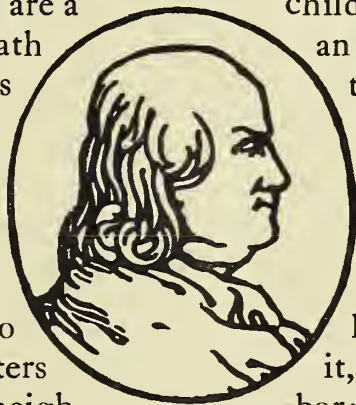
BENJAMIN FRANKLIN · THE PATRIOT
Conferring on Matters of State with John Adams and
Alexander Hamilton

*Designed for the Franklin Bi-Centennial Number
of The American Printer by*

LESTER DOUGLAS · ILLUSTRATION BY SYDNEY FLETCHER · NEW YORK
PRINTED BY A. E. DITTRICH, LTD · NEW YORK

As Poor Richard says:

☞ Haste makes waste ☞ The discontented man finds no easy chair
☞ There was never a good knife made of bad steel ☞ Lost time is
never found again ☞ God gives all things to industry ☞ Industry
need not wish ☞ Tell me my faults, and mend your own ☞ No
gains without pains ☞ If you do what you should not, you must
hear what you would not ☞ Who is wise? He that learns from every
one ☞ Drive thy business, or it will drive thee ☞ Blame-all and
praise-all are two block heads ☞ Look before, or you'll find your-
self behind ☞ Light gains heavy purses ☞ Well done, is twice done
☞ Virtue and a trade are a child's best portion ☞ He
that hath a trade, hath an estate ☞ Little strokes
fell great oaks ☞ Laws too gentle are seldom
obeyed; too severe, seldom executed ☞ It
is not leisure that is not used ☞ Who has
deceiv'd thee so oft as thyself? ☞ Don't
think to hunt two hares with one dog
☞ Being ignorant is not so much a shame
as being unwilling to learn ☞ Drink does not
drown care, but waters it, and makes it grow
faster ☞ Love your neighbor; yet don't pull down
your hedge ☞ Keep thy shop, and thy shop will keep thee ☞ 'Tis a
laudable ambition that aims at being better than his neighbors
☞ Beware of little expenses; a small leak will sink a great ship ☞ A
good example is the best sermon ☞ Calamity and prosperity are the
touchstones of integrity ☞ Great famine when wolves eat wolves
☞ At a great penny-worth, pause awhile ☞ The prodigal generally
does more injustice than the covetous ☞ Ill customs and bad advice
are seldom forgotten ☞ The doors of wisdom are never shut ☞ The
eye of a master will do more work than his hand ☞ Diligence is
the mother of good-luck ☞ Saying and doing have quarrel'd and
parted ☞ Pay what you owe, and you'll know what's your own
☞ God helps them that help themselves ☞ He that would catch
fish, must venture his bait ☞ None but the well-bred man knows
how to confess a fault, or acknowledge himself in an error ☞ There
are lazy minds as well as lazy bodies ☞ The borrower is a slave to
the lender, the security to both ☞ The cat in gloves catches no mice
☞ It's the easiest thing in the world for a man to deceive himself







KEY BY WHICH THE CHARACTERS IN THE PAINTING ARE IDENTIFIED

1. Benjamin Franklin, the first American Commissioner at the Court of France, in 1778, receiving the homage of his genius, and the recognition of his country's advent among the nations.

2. Count d'Artois, grandson of Louis XV.

3. Louis XVI, King of France.

4. Marie Antoinette, Queen of France.

5. Count de Vergennes, Minister of Foreign Affairs in the French Cabinet and the principal mover in what related to the American War.

6. Count de Maurepas, Prime Minister, who, with Count de Vergennes, urged the king to recognize the independence of the United States.

7. Princess Elizabeth, sister of Louis XVI, who was beheaded in 1793.

8. Countess Diana Polignac, an enthusiastic supporter of the American War.

9. Madame Campan, reader to the Princesses.

10. Duchess Jules de Polignac, governess of the children of France.

11. Princess de Chimay, Lady of Honor.

12. Mademoiselle de Marolles, Woman in Ordinary to the Queen.

13. Princess de Lamballe, Granddaughter of Louis XIV and Superintendent of the Queen's Household.

14. Countess de Neuilly, Reader to the Queen.

15. Monsieur Gerard, Secretary to the King's Council.

16. Duke de Polignac.

17. Countess d'Artois.

All the foregoing are correct likenesses; and the furnishings of the palace at Versailles are faithfully reproduced.

Franklin at the Court of France in 1778

Original Painting by Baron Jolly now owned by The Curtis Publishing Company, Philadelphia

Contributed to the Franklin Bi-Centennial Number of the American Printer by The Curtis Publishing Company, whose SATURDAY EVENING POST was founded by Franklin.



Ride a cockhorse to Banbury Cross †
To see a fine lady on a white horse †
Rings on her fingers, bells on her toes
She shall have music wherever she goes



ANBURY, a picturesque old English town, was the home of Benjamin Franklin's parents. Its name will always be remembered, for it is immortalized in the old nursery rhyme, "Ride a cockhorse to Banbury Cross." The exact origin of this verse is unknown, but there are various traditions that "a witch of the white horse," an "old lady of Banbury," or a "fine lady," decked with rings and bells, used to ride a white horse. As Banbury is the center of a rich agricultural district, and a charter for a Fair to be held annually in the town was granted by Henry II, it is probable that this event took the form of a pageant, and the fine lady on her horse was the central figure. ¶ Banbury was also famous for its crosses. There was a Weeping Cross, a Bread Cross, a High Cross and a Market Cross. Leland, an old historian, describes the location of the Market Cross, which was undoubtedly the most notable . . . "The fayrest street of the towne lyeth by west and east down to the river of Charwell . . . the west part of the street having a goodly Crosse with many degrees (steps) about it. In this area is kept every Thursday a very celebrate markt." Today this part of the town is known as the "Horse Fair." ¶ About the year 1600 the Puritans, possessed with the idea that anything of beauty connected with church ritual was sinful, entered on a ruthless war of destruction and demolished the beautiful crosses of Banbury. Nothing but stumps remained till the year 1858 when a modern cross was erected to commemorate the marriage of Queen Victoria's eldest daughter. ¶ Banbury is renowned too for its cakes, which were celebrated even before the time of "Rare Ben Jonson," who doubtless enjoyed the Banbury ale which was served with them.



B

F

BENJAMIN FRANKLIN ** PRINTER

From an address by the HON. ROBERT C. WINTHROP, LL.D., delivered at the inauguration of the Franklin Statue in Boston

If Franklin had never been anything else than a printer, if he had rendered no services to his country or to mankind but those which may be fairly classed under this department of his career, he would still have left a mark upon his age which could not have been mistaken or overlooked. It was as a Printer that he set such an example to his fellow-mechanics of all ages, of industry, temperance and frugality, — of truth, sincerity and integrity. "The industry of that Franklin," said an eye-witness of his early habits, (Dr. Baird), "is superior to anything of the kind I ever saw; I see him still at work when I go home from Club, and he is at work again before his neighbors are out of bed."

It was as a Printer, that he instituted those Clubs for discussion and mutual improvement, which elevated the character and impor-

tance of the working classes wherever they were introduced. It was as a Printer, that he displayed such extraordinary mechanical ingenuity, in making for himself whatever articles he needed in his own profession, * * *. It was as a Printer, that he set on foot the first subscription Circulating Library, "the mother of all in North America."

It was as a Printer, that he did so much to improve the character of the Newspaper Press of the American Colonies, asserting its liberty, discouraging its licentiousness, protesting against its being employed as an instrument of scandal, defamation and detraction, * * *. It was as a Printer, that he commenced and continued that series of delightful Essays, sometimes political, sometimes historical, sometimes moral, sometimes satirical or

playful, which are hardly inferior in wit and wisdom to the best papers of Johnson or of Addison, of the witty Dean of St. Patrick's or the genial Canon of St. Paul's — and which would have secured and established the permanent literary reputation of their author had no other monument of his labors existed. It was as a Printer, above all, that he prepared and published for so many years his immortal Almanac, under the name of Richard Saunders, with those inimitable proverbs, some of them only second to those of Solomon, for the entertainment and instruction of young and old, rich and poor, wise and simple. When will ever Poor Richard be forgotten! Or when will he ever be remembered without fresh admiration for the shrewd, sagacious common sense, which he poured forth with such charming good humor, and in such profusion!



AN UNPUBLISHED PORTRAIT OF BENJAMIN FRANKLIN
BY JACQUES REICH



“Poor Richard”

By CLYDE B. MORGAN.

Written for *The American Printer*



POOOR RICHARD"! Familiar household word!
The wit and wisdom of immortal sage—
Thy proverbs, maxims, puns and anecdotes
Are treasures of a rugged, sturdy age—

Those days of tallow-dips and frugal ways,
When travel was a slow and tedious thing—
By horse and coach good people found their way
In times gone by—of *Commonwealth* and *King*,

When agriculture was the chief pursuit;
And men, indentured, worked for bread and keep;
And spinning wheel whirred busily all day,
The crude and simple, homespun clothes to make;

When blood was let for every mortal ill;
And drafts and air were everywhere condemned;
When bitters, herbs, and other ancient lore
Were sought, each human hurt to mend;

When savory smell arose from turning spits;
And fireplace echoing to each windy wail,
Spread warmth and cheer to all within—
'Twas then, “*Poor Richard's*” hung upon its nail;

Wherein were wisdom and rare humor gleaned;
Eclipses and lunations, length of days;
Spring tides, the weather, and a host of things,
A knowledge suited to their time and ways.

Dog-eared and soiled, a trusty, sincere friend—
A dash of wit, a bit of wisest homily—
A worthy, good companion, tried and true,
Poor Richard's counsel ever proved to be.

But blind they were to that typography;
Each fair, uneven, interesting page;
The italics—small-caps letter-spaced—
The odd, old-fashioned spelling of that age;

As something inexpressible, unique;
A pleasing charm and simple crudity;
An atmosphere of quaintness in its style,
An inspiration evermore will be

To those who know and feel the lure of types—
The beauty in an honest printed page,
Poor Richard's Almanack remains to us
An heirloom and a precious heritage

Of Benjamin Franklin, Printer—
Who raised our calling to a high degree
Of honor—and our craft is blessed
By him—a fond and cherished memory.





CHRIST CHURCH, Philadelphia, where Franklin worshiped. *Illustration by JAMES PRESTON*
from "Historic Philadelphia." Copyrighted by PUBLIC LEDGER COMPANY

Contributed to the Franklin Bi-Centennial Number of the AMERICAN PRINTER
by the BECK ENGRAVING COMPANY, Philadelphia and New York

*FRANKLIN'S GRANDSON LEARNS PUNCH
CUTTING OF MONSIEUR DIDOT*

1784

OCTOBER 8 My grandpapa engaged a master founder to teach me to cast printing types.

OCTOBER 11 Began to cast a fount of St. Augustine.

1785

APRIL 5 Went to Mons. Didot to learn punch cutting. To board in his house, but sleep elsewhere. Didot includes in his house engraving, the forge, the foundry, and printing.

APRIL 7 Engrave first punch, an O.

APRIL 8 Today an E.

MAY 6 I have taken my grandpapa's press to pieces.

THE foregoing allusions to punch cutting and type founding in the famous printing establishment of Firmin Didot of Paris are from the manuscript diary kept by Benjamin Franklin's grandson, B. F. Bache, while living in Paris with his grandfather, America's Ambassador to France.



"We had an alehouse boy, who attended always in the house to supply the workmen."—*Benjamin Franklin.*

BENJAMIN FRANKLIN IN WATTS' PRINTING OFFICE,

GREAT QUEEN STREET, LONDON.

From the painting by Mr. Eyre Crooke, R.A., exhibited at The Royal Academy in 1858.

Contributed to The Franklin Bi-Centennial Number of *The American Printer*, by GEORGE W. JONES at The Sign of The Dolphin in Gough Square, Fleet Street, London, E.C.4.

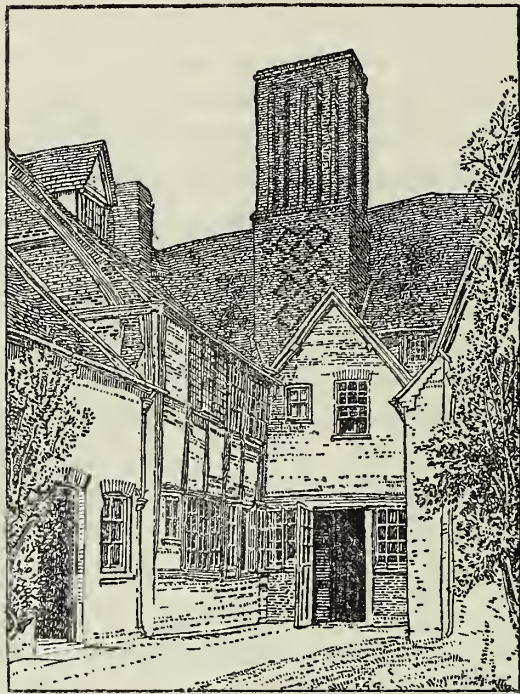
BENJAMIN FRANKLIN AT WATTS'S PRINTING HOUSE FROM HIS AUTOBIOGRAPHY

J NOW BEGAN to think of getting a little before-hand, and expecting better employment I left Palmer's to work at Watts's, (near Lincoln's Inn Fields) a still greater printing-house. Here I continued all the rest of my stay in London. At my first admission into the printing-house I took to working at press, imagining I felt a want of the bodily exercise I had been used to in America, where press-work is mixed with the composing. I drank only water; the other workmen, near 50 in number, were great drinkers of beer. On occasion I carried up and down stairs a large form of types in each hand, when others carried but one in both hands; they wondered to see from this and several instances, that the *Water-American* as they called me, was *stronger* than themselves who drank *strong* beer. We had an alehouse boy, who attended always in the house to supply the workmen. My companion at the press drank every day a pint before breakfast, a pint at breakfast with his bread and cheese, a pint between breakfast and dinner; a pint at dinner, a pint in the afternoon about 6 o'clock, and another when he had done his day's work. I thought it a detestable custom; but it was necessary, he supposed, to drink *strong* beer that he might be *strong* to labour. I endeavoured to convince him that the bodily strength afforded by beer, could only be in proportion to the grain or flour or the barley dissolved in the water of which it was made; that there was more flour in a pennyworth of bread, and therefore if he could eat that with a pint of water, it would give him more strength than a quart of beer. He drank on however, and had four or five shillings to pay out of his wages every Saturday night for that vile liquor; an expence I was free from. And thus these poor devils keep themselves always under. Watts, after some weeks, desiring to have me in the composing room, I left the pressmen; a new *bien venu* for drink, (being 5s.) was demanded of me by the compositors. I thought it an imposition, as I had paid one to the pressmen; the master thought so too, and forbad my paying it. I stood out two or three weeks, was accordingly considered as an excommunicate, and had so many little pieces of private malice practised on me, by mixing my sorts, transposing and breaking my matter, &c. &c. if ever I stept out of the room; and all ascribed to the *chapel ghost*, which they said ever haunted those not regularly admitted; that notwithstanding the master's protection, I found myself obliged to comply and pay the money; convinced of the folly of being on ill-terms with those one is to live with continually. I was now on a fair footing with them, and soon acquired considerable influence. I proposed some reasonable alterations in their *chapel* laws, and carried them against all opposition. From my example, a great many of them left their muddling breakfast of beer, bread, and cheese, finding they could with me be supplied from a neighbouring house, with a large porringer of hot water-gruel, sprinkled with pepper, crum-
bled

CONTRIBUTED TO THE FRANKLIN BI-CENTENNIAL NUMBER
OF THE AMERICAN PRINTER FROM THE
SHAKESPEARE HEAD PRESS STRATFORD-UPON-AVON

FRANKLIN AT WATTS'S PRINTING HOUSE

bled with bread, and a bit of butter in it, for the price of a pint of beer; viz. three-halfpence. This was a more comfortable as well as a cheaper breakfast, and kept their heads clearer. Those who continued sopping with their beer all day, were often, by not paying, out of credit at the alehouse, and used to make interest with me to get beer, their *light*, as they phrased it, *being out*. I watched the pay-table on Saturday-night, and collected what I stood engaged for them, having to pay sometimes near thirty shillings a week on their accounts. This and my being esteemed a pretty good *riggite*, that is a jocular verbal satyrst, supported my consequence in the society. My constant attendance, (I never making a *St Monday*) recommended me to the master; and my uncommon quickness at composing occasioned my being put upon work of dispatch, which was generally better paid. So I went on now very agreeably.



PRINTED AS A TRIBUTE
TO THE MEMORY OF BENJAMIN FRANKLIN
AT THE SHAKESPEARE HEAD STRATFORD-UPON-AVON

IN THE HOUSE ADJOINING SHAKESPEARE'S GARDEN
WHERE AT ONE TIME LIVED JULIUS SHAW
THE PLAYWRIGHT'S NEIGHBOUR
AND THE FIRST WITNESS TO HIS WILL

FROM TYPES DESIGNED AND FIRST CAST BY
WILLIAM CASLON FRANKLIN'S FRIEND

JANVARY MCMXXIII

A LETTER FROM
BENJAMIN FRANKLIN,
TO
JOHN BASKERVILLE.

DATED FROM LONDON, MDCCLX.

DEAR SIR: **L**ET me give you a pleasant instance of the prejudice some have entertained against your work. Soon after I returned, discoursing with a gentleman concerning the artists of Birmingham, he said you would be a means of blinding all the readers of the nation, for the strokes of your letters being too thin and narrow, hurt the eye, and he could never read a line of them without pain. "I thought," said I, "you were going to complain of the gloss of the paper some object to." "No, no," said he, "I have heard that mentioned, but it is not that; it is the form and cut of the letters themselves; they have not that height and thickness of the stroke which makes the common printing so much more comfortable to the eye." You see this gentleman was a connoisseur. In vain I endeavored to support your character against the charge; he knew what he felt, and could see the reason of it, and several other gentlemen among his friends had made the same observation, etc. Yesterday he called to visit me, when, mischievously bent to try his judgment, I stepped into my closet, tore off the top of Mr. Caslon's specimen, and produced it to him as yours, brought with me from Birmingham, saying I had been examining it since he spoke to me, and could not for my life perceive the disproportion he mentioned, desiring him to point it out to me. He readily undertook it, and went over the several founts, showing me everywhere what he thought instances of that disproportion; and declared, that he could not then read the specimen, without feeling very strongly the pain he mentioned to me. I spared him that time the confusion of being told that these were the types he had been reading all his life, with so much ease to his eyes; the types his adored *Newton* is printed with, on which he has pored not a little; nay, the very types his own book is printed with (for he is himself an author), and yet never discovered this painful disproportion in them, till he thought they were yours. I am, etc.,

B. FRANKLIN.

~~~~~  
This insert (after Baskerville) has been contributed to the "Franklin Number" of the *American Printer* by The Press of E. & R. Grabhorn and James McDonald, 47 Kearny Street, San Francisco, California.





WAD *After the portrait by Martin*

**BENJAMIN FRANKLIN**

**BORN IN BOSTON JANUARY SEVENTEENTH 1706**

**"A SERVANT, CITIZEN & PATRIOT**

**SUCH AS NO OTHER COUNTRY EVER HAD**

**IN THE HISTORY OF MAN"**

**STATESMAN PHILOSOPHER SCIENTIST PRINTER**

*The Franklin Printing Company, Philadelphia, inherits in the direct line from his Press founded 1728*





## Franklin's Parable on Intolerance



**A**ND it came to pass after these things, that Abraham sat in the door of his tent, about the going down of the sun. And behold, a man, bowed with age, came from the way of the wilderness, leaning on a staff. And Abraham arose and met him, and said unto him, Turn in, I pray thee, and wash thy feet, and tarry all night, and thou shalt arise early on the morrow, and go on thy way. But the man said, Nay, for I will abide under this tree. And Abraham pressed him greatly; so he turned, and they went into the tent, and Abraham baked unleavened bread, and they did eat. And when Abraham saw that the man blessed not God, he said unto him, Wherefore dost thou not worship the most high God, Creator of heaven and earth? And the man answered and said, I worship not the God thou speakest of, neither do I call upon his name; for I have made to myself a god, which abideth alway in mine house, and provideth me with all things. And Abraham's zeal was kindled against the man, and he arose and fell upon him, and drove him forth with blows into the wilder-

ness. And at midnight God called unto Abraham, saying, Abraham, where is the stranger? And Abraham answered and said, Lord, he would not worship thee, neither would he call upon thy name; therefore have I driven him out from before my face into the wilderness. And God said, Have I borne with him these hundred and ninety and eight years, and nourished him, and clothed him, notwithstanding his rebellion against me; and couldst not thou, that art thyself a sinner, bear with him one night? And Abraham said, Let not the anger of the Lord war hot against his servant; lo, I have sinned; lo, I have sinned; forgive me, I pray thee. And Abraham arose, and went forth into the wilderness, and sought diligently for the man, and found him, and returned with him to the tent; and when he had entreated him kindly, he sent him away on the morrow with gifts. And God spake again unto Abraham, saying, For this thy sin shall thy seed be afflicted four hundred years in a strange land; But for thy repentance will I deliver them; and they shall come forth with power, and with gladness of heart, and with much substance.

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*Franklin*

*Reproduction of a Contemporaneous French Engraving  
Contributed to the FRANKLIN BI-CENTENNIAL NUMBER of THE AMERICAN PRINTER  
by the Zeese-Wilkinson Company, Inc., Long Island City, New York*



# SONG OF THE CRAFTSMEN OF OLD



*The following song has been attributed to Dr. Franklin. It is said that he wrote it for the Procession of Trades in Philadelphia at the adoption of the constitution in 1787, on which occasion a press was drawn along the streets, and copies of the song distributed to the multitude.*



Ye merry Mechanics come join in my song,  
And let the brisk chorus go bounding along;  
Though some may be poor, and some rich there may be,  
Yet all are contented, and happy, and free.



Ye Tailors! of ancient and noble renown,  
Who clothe all the people in country or town,  
Remember that Adam, your father and head,  
The lord of the world, was a tailor by trade.



Ye Masons! who work in stone, mortar, and brick,  
And lay the foundation deep, solid, and thick,  
Though hard be your labour, yet lasting your fame;  
Both Egypt and China your wonders proclaim.



Ye Smiths! who forge tools for all trades here below,  
You have nothing to fear while you smite and you blow;  
All things may you conquer, so happy your lot,  
If you're careful to strike while your iron is hot.



Ye Shoemakers! noble from ages long past,  
Have defended your rights with your awl to the last!  
And Cobblers, all merry, not only stop holes,  
But work night and day for the good of our soles.



Ye Cabinetmakers! brave workers in wood,  
As you work for the ladies, your work must be good;  
And Joiners and Carpenters, far off and near,  
Stick close to your trades, and you've nothing to fear.



Ye Hatters! who oft with hands not very fair,  
Fix hats on a block for a blockhead to wear;  
Though charity covers a sin now and then,  
You cover the heads and the sins of all men.



Ye Coachmakers, must not by tax be controll'd,  
But ship off your coaches, and fetch us home gold;  
The roll of your coach made Copernicus reel,  
And fancy the world to turn round like a wheel.



And Carders, and Spinners, and Weavers attend,  
And take the advice of Poor Richard, your friend;  
Stick close to your looms, your wheels, and your card,  
And you never need fear of the times being hard.



Ye Printers! who give us our learning and news,  
And impartially print for Turks, Christians, and Jews,  
Let your favourite toasts ever bound in the streets,  
The freedom of speech and a volume in sheets.



Ye Coopers! who rattle with drivers and adze,  
A lecture each day upon hoops and on heads,  
The famous old ballad of Love in a Tub,  
You may sing to the tune of your rub a dub.



Ye Shipbuilders! Riggers! and Makers of sails!  
Already the new constitution prevails!  
And soon you shall see o'er the proud swelling tide,  
The ships of Columbia triumphantly ride.



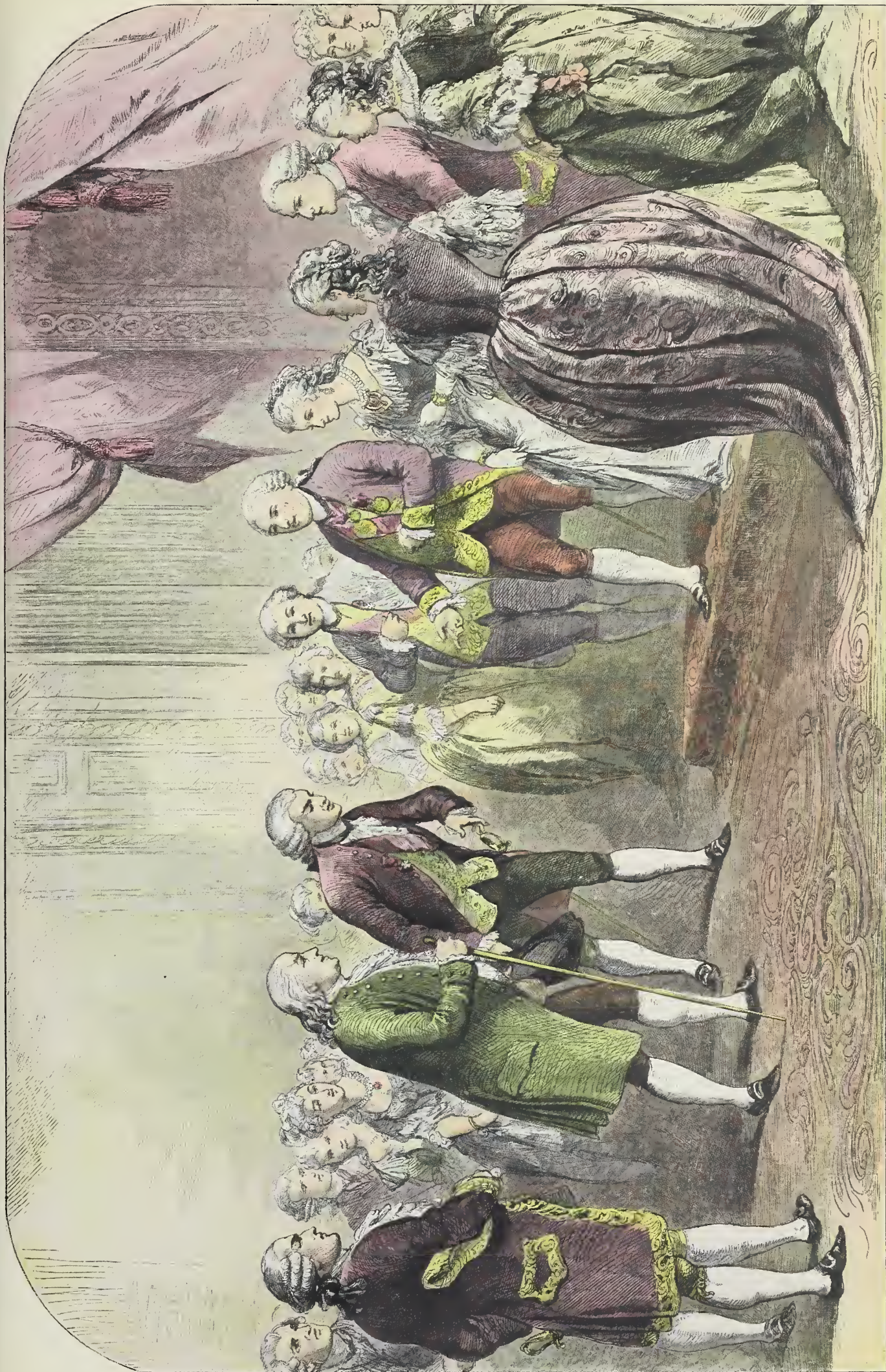
Each Tradesman turn out with his tools in his hand,  
To cherish the arts and keep peace through the land;  
Each 'Prentice and Journeyman join in my song,  
And let the brisk chorus go bounding along.





Illustrated by George Illian  
Contributed to  
The Franklin Bi-Centennial  
Number of  
The American Printer  
by  
The Publishers Printing Company  
Joseph Gantz  
President  
New York





FRANKLIN PRESENTED AT THE FRENCH COURT

Color plates made from an old black and white wood cut by the Electro-Light Engraving Company, New York  
Printed and contributed to the Franklin Bi-Centennial Number of *The American Printer* by The Stone Printing and Manufacturing Company, Roanoke, Virginia



THE L N<sup>o</sup> 80

# New-England Courant.

From MONDAY February 4. to MONDAY February 11. 1723.

The late Publisher of this Paper, finding so many Inconveniencies would arise by his carrying the Manuscripts and publick News to be supervis'd by the Secretary, as to render his carrying it on unprofitable, has intirely dropt the Undertaking. The present Publisher having receiv'd the following Piece, desires the Readers to accept of it as a Preface to what they may hereafter meet with in this Paper.

*Non ego mordaci distrinsi Carvinae quinquaginta.  
Nulla venenato Litera onusta Foco est.*



ONG has the Prefs granted in bringing forth an hateful, but numerous Brood of Party Pamphlets, malicious Scribbles, and Billingsgate Ribaldry. The Rancour and bitterness it has unhappily infused into Mens minds, and to what a Degree it has sowred and leaven'd the Tempers of

Persons formerly esteemed some of the most sweet and affable, is too well known here, to need any further Proof or Representation of the Matter.

No generous and impartial Person then can blame the present Undertaking, which is designed purely for the Diversion and Merriment of the Reader. Pieces of Pleasancy and Mirth have a secret Charm in them to allay the Heats and Tumors of our Spirits, and to make a Man forget his restless Repentments. They have a strange Power to tune the harsh Disorders of the Soul, and reduce us to a serene and placid State of Mind.

The main Design of this Weekly Paper will be to entertain the Town with the most comical and diverting Incidents of Humane Life, which in so large a Place as *Boston*, will not fail of a universal Exemplification: Nor shall we be wanting to fill up these Papers with a grateful Interspersion of more serious Morals, which may be drawn from the most ludicrous and odd Parts of Life.

As for the Author, that is the next Question: But tho' we profess our selves ready to oblige the ingenious and courteous Reader with most Sorts of Intelligence, yet here we beg a Reserve: Nor will it be of any Manner of Advantage either to them or to the Writers, that their Names should be published; and therefore in this Matter we desire the Favour of you to suffer us to hold our Tongues: Which tho' at this Time of Day it may sound like a very uncommon Request, yet it proceeds from the very Hearts of your Humble Servants.

By this Time the Reader perceives that more than one are engaged in the present Undertaking. Yet is there one Person, an Inhabitant of this Town of *Boston*, whom we honour as a Doctor in the Chair, or a perpetual Dictator.

The Society had design'd to present the Publick with his Effigies, but that the Limner, to whom he was presented for a Draught of his Countenance, descryed (and this he is ready to offer upon Oath) Nineteen Features in his Face, more than ever he beheld in any Humane Visage before; which so raised the Price of his Picture, that our Master himself forbid the Extravagance of coming up to it. And then besides, the Limner objected a Schism in his Face, which splits it from his Forehead in a

strait Line down to his Chin, in such sort, that Mr. Painter protests it is a double Face, and he'll have *Four Pounds* for the Pursuature. However, tho' this double Face has spoilt us of a pretty Picture, yet we all rejoiced to see old *Janus* in our Company.

There is no Man in *Boston* better qualified than old *Janus* for a Couranteer, or if you please, an Observer, being a Man of such remarkable *Opinions*, as to look two ways at once.

As for his Morals, he is a chearly Christian, as the Country Phrase expresses it. A Man of good Temper, courteous Deportment, sound Judgment; a mortal Hater of Nonsense, Poppery, Formality, and endless Ceremony.

As for his Club, they aim at no greater Happiness or Honour, than the Publick be made to know, that it is the utmost of their Ambition to attend upon and do all imaginable good Offices to good Old *Janus*, the Couranteer, who is and always will be the Readers humble Servant.

P. S. Gentle Readers, we design never to let a Paper pass without a Latin Motto if we can possibly pick one up, which carries a Charm in it to the Vulgar, and the learned admire the pleasure of Construing. We should have obliged the World with a Greek strap or two; but the Printer has no Types, and therefore we intreat the candid Reader not to impute the defect to our Ignorance, for our Doctor can say all the *Greek Letters* by heart.

*His Majesty's Speech to the Parliament, October 11. tho' already publish'd, may perhaps be new to many of our Country Readers; we shall therefore insert it in this Day's Paper.*

**HIS MAJESTY'S most Gracious SPEECH**  
to both Houses of Parliament, on  
Thursday October 11. 1722.

*My Lords and Gentlemen,*

I Am sorry to find my self obliged, at the Opening of this Parliament, to acquaint you, That a dangerous Conspiracy has been for some time formed, and is still carrying on against my Person and Government, in Favour of a Popish Pretender.

The Discoveries I have made here, the Informations I have received from my Ministers abroad, and the Intelligences I have had from the Powers in Alliance with me, and indeed from most parts of Europe, have given me most ample and current Proofs of this wicked Design.

The Conspirators have, by their Emisaries, made the strongest Instances for Assistance from Foreign Powers, but were disappointed in their Expectations: However, confiding in their Numbers, and not discouraged by their former ill Success, they resolv'd once more, upon their own strength, to attempt the subversion of my Government.

To this End they provided considerable Sums of Money, engaged great Numbers of Officers from abroad, secured large Quantities of Arms and Ammunition, and thought themselves in such Readiness, that had not the Conspiracy been timely discovered, we should, without doubt, before now have seen the whole Nation, and particularly the City of London, involved in Blood and Confusion.

The Care I have taken has, by the Blessing of God, hitherto prevented the Execution of their traitorous Projects. The Troops have been Incamped all this Summer; six Regiments (though very necessary for the Security of that Kingdom) have been brought over from *Ireland*; The States General have given me assurances that they would keep a considerable Body of Forces in readiness to march on the first No-

ple to add more Expences than what was absolutely necessary for their Peace and Security. Some of the Conspirators have been taken up and secured: Endeavours are used for apprehending others.

*My Lords and Gentlemen,*

Having thus in general laid before you the State of the present Conspiracy, I must leave to your Consideration, what is proper and necessary to be done for the Quiet and Safety of the Kingdom. I cannot but believe, that the Hopes and Expectations of our Enemies are very ill grounded, in flattering themselves that the late Discontents, (occasioned by private Losses and misfortunes) however industriously and maliciously fomented, are turned into a Disaffection and Spirit of Rebellion.

Had I, since my Accession to the Throne, ever attempted any Invasion in our Established Religion; had I, in any one Instance, invaded the Liberty and Property of my Subjects, I should less wonder at any Endeavours to alienate the Affections of my People, and draw them into Measures that can end in nothing but their own Destruction, But to hope to persuade a free People, in full enjoyment of all that's dear and valuable to them, to exchange Freedom for Slavery, the Protestant Religion for Popery, and to Sacrifice at once the Price of so much Blood and Treasure as have been spent in our present Establishment, seems an Infatuation which cannot be accounted for. But however vain and unsuccessful these desperate Projects may prove in the End, they have at present so far the desired Effect, as to create Uneasiness and Diffidence in the Minds of my People; which our Enemies improve to their own Advantage, by framing Plots: They depreciate all Property that is vested in the Publick Funds, and then complain of the low State of Credit; They make an Encrease of the National Expences necessary, and then clamour at the Burthen of Taxes, and endeavour to impute to my Government all the Grievances, the Mischiefs and Calamities, which they alone create and occasion.

I wish for nothing more than to see the Publick Expences lessened, and the great National Debt put into a Method of being gradually reduced and discharged, with a strict Regard to Parliamentary Faith: And a more favourable Opportunity could never have been hoped for than the State of profound Peace which we now enjoy with all our Neighbours. But Publick Credit will always languish under Daily Alarms and Apprehensions of Publick Danger; and, as the Enemies of our Peace have been able to bring this immediate Mischief upon us, nothing can prevent them from continuing to subject the Nation to new and constant Difficulties and Distresses, but the Wisdom, Zeal and vigorous Resolution of this Parliament.

*Gentlemen of the House of Commons,*

I have ordered the Account to be made up and laid before you, of the extraordinary Charge that has been incurred this Summer, for the Defence and Safety of the Kingdom; and I have been particularly careful, not to direct any Expence to be made greater or sooner than was absolutely necessary. I have likewise ordered Estimates to be prepared and laid before you, for the Service of the Year ensuing: And I hope the further Provisions which the Treasonable Practice of our Enemies have made necessary for our Common Safety, may be ordered with such Frugality, as very little to exceed the Supplies of the last Year.

*My Lords and Gentlemen,*

I need not tell you of what infinite Concern it is to the Peace and Tranquility of the Kingdom, that this Parliament should, upon this Occasion, exert themselves with a more than ordinary Zeal and Vigour: An entire Unity among all that sincerely wish well to the present Establishment, is now become absolutely necessary. Our Enemies have too long taken Advantages from your Differences & Dissentions: Let it be known, that the Spirit of Popery, which betides nothing but Confusion to the Civil and Religious Rights of a Protestant Church and Kingdom;

all Obligations Divine and Humane) has not so far possess'd my People as to make them ripe for such a fatal Change. Let the World see, that the general disposition of the Nation is no Invitation to a foreign Power to invade us, nor Encouragement to Domestic Enemies to kindle a Civil War in the Bowels of the Kingdom. Your own Interest and Welfare calls upon you to defend yourselves; I shall wholly rely upon the Divine Protection, the Support of my Parliament, and the Affections of my People; which I shall endeavour to preserve, by steadily adhering to the Constitution in Church and State, by contending to make the Laws of my Realms the ruled Measures of all my Actions.

*London, O<sup>o</sup>ber. 18.* The Humble Addresses of both Houses of Parliament, and that of the Convocation of Canterbury, full of Loyalty and Duty, have been presented to his Majesty; which Addresses his Majesty was pleased to receive very graciously. And 'tis not doubted but the steady adherence of the Parliament and Clergy, to his Majesty's Person and Government, will put an End to the Trayterous Designs of those who are Enemies to both.

*London, October 31.* 'Tis said that a Scheme or Draught of a Conspiracy was found amongst Courtellor Lear's Papers, signed with his own Hand, whereby the Tower was to have been first seiz'd, the Palace of St. James's set on Fire, and certain Desperadoes to be at hand, who, under Pretence of giving Assistance, were to have murder'd His Majesty; and that a very great Number of disaffected Persons were to be assembled in Lincoln's Inn-Fields, to put the Town immediately into the greatest Confusion.

*Boston, Feb. 11.*

Last Week the Reverend Mr. Orum, Minister of the Episcopal Church at Bristol, came from thence with a Petition from Twelve of his Hearers, (who are imprison'd for Refusing to pay Rates to the Presbyterian Minister of Bristol) to the Lieut. Governour, who with the Advice of the Council, promis'd Mr. Orum to use his Interest for their Relief at the next Meeting of the General Assembly, the Men being imprison'd by Vertue of the Laws of the Province.

We have Advice from the Eastward, that 200 Men, under the Command of Capt. Harmon, are gone to Norisgiwock, in quest of the Indians, and 170 to Penobscot, under Command of Col. Westbrook. 'Tis said another Party are to march to Pejepscoot.

Yesterday Morning about 6 of Clock, a Fire broke out at Mr. Blush's Work-house in Cornhill, which burnt a considerable Part of the Roof before it was extinguish'd.

*Custom House, Boston.* Entred Inwards.

Daniel Jackson from New-Hampshire, Jonathan Chase from Newport, John Daskins from North Carolina, Joshua Benjamin for South Carolina, Charles Whitfield from Martineco, John Bonner, Ship Sarah from London.

*Cleared Out.* None.

*Outward Bound.* Amos Breed for New London, William Fletcher for Maryland, James Blin for Annapolis Royal, John Trobridge for North Carolina, J. Pompey for Antigua, Jacob Pinhome for London.

## ADVERTISEMENT

The best new Philadelphia Town-bought Flower, to be sold by Mr. William Clark in Merchant's Row, at Twenty Eight Shillings per Hundred.

A Servant Boys Time for 4 Years to be disposed of. He is about 16 Years of Age, and can keep Accounts. Enquire at the Blue Ball in Union Street, and know further.

\*I\* This Paper having met with so general an Acceptance in Town and Country, as to require a far greater Number of them to be printed, than there is of the other publick Papers; and it being besides more generally read by a vast Number of Borrowers, who do not take it in, the Publisher thinks proper to give this publick Notice for the Encouragement of those who would have Advertisements inserted in the publick Prints, which they may have printed in this Paper at a moderate Price.

**BOSTON:** Printed and sold by BENJAMIN FRANKLIN in Queen Street, where Advertisements are taken in.



For age and want save while you may;  
no morning sun lasts a whole day.  
Neglect mending a small fault, and  
'twill soon be a great one.

Beware of little expenses; a small leak  
will sink a great ship.

If you do what you should not, you  
must hear what you would not.

'Tis a laudable ambition that aims at  
being better than his neighbors.

He that pursues two hares at once, does  
not catch one and let's t'other go.

Laws too gentle are seldom obeyed;  
too severe, seldom executed.

The busy man has few idle visitors;  
to the boiling pot the flies come not.

He that riseth late, must trot all day,  
and shall scarce overtake his  
business at night.

Drink does not drown care, but  
waters it, and makes it grow faster.

Great estates may venture more, little  
boats must keep near shore.

Being ignorant he is not so much a  
shame as being unwilling to learn.

When reason preaches, if you won't  
hear her, she'll box your ears.

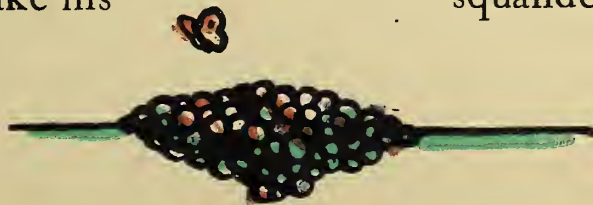
Buy what thou hast no need of; and ere  
long thou shalt sell thy necessaries.

It's the easiest thing in the world  
for a man to deceive himself.

The creditors are a superstitious sect,  
great observers of set days and times.

Anger is never without a reason,  
but seldom with a good one.

Dost thou love life? Then do not  
squander time; for that's the  
stuff life is made of.





..... "We hope they [citizens of the U. S.] will learn with interest the funeral homage which we have rendered to the Nestor of America. May this solemn act of fraternal friendship serve more and more to bind the tie, which ought to unite two free nations." M. SIEYES, *President* of National Assembly of France to the *President* of the United States.

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## MIRABEAU'S TRIBUTE TO THE MEMORY OF BENJAMIN FRANKLIN

Delivered at the Opening of the National Assembly of France  
June 11th, 1790



FRANKLIN IS DEAD! The genius, that freed America and poured a flood of light over Europe, has returned to the bosom of the Divinity. ¶ The sage whom two worlds claim as their own, the man for whom the history of science and the history of empires contend with each other, held, without doubt, a high rank in the human race. ¶ Too long have political cabinets taken formal note of the death of those who were great only in their funeral panegyrics. Too long has the etiquette of courts prescribed hypocritical mourning. Nations should wear mourning only for their benefactors. The representatives of nations should recommend to their homage none but the heroes of humanity. ¶ The Congress has ordained, throughout the United States, a mourning of one month for the death of Franklin; and, at this moment, America is paying this tribute of veneration and gratitude to one of the fathers of her Constitution. ¶ Would it not become us, gentlemen, to join in this religious act, to bear a part in this homage, rendered, in the face of the world, both to the rights of man, and to the philosopher who has most contributed to extend their sway over the whole earth? Antiquity would have raised altars to this mighty genius, who, to the advantage of mankind, compassing in his mind, the heavens and the earth, was able to restrain alike thunderbolts and tyrants. Europe, enlightened and free, owes at least a token of remembrance and regret to one of the greatest men who have ever been engaged in the service of philosophy and of liberty. ¶ I propose that it be decreed, that the National Assembly, during three days, shall wear mourning for Benjamin Franklin.

Contributed to the Franklin Bi-Centennial Number of *The American Printer* by EVERETT CURRIER, Ltd. New York. Printed at the Currier Press, arranged by FREDERIC W. GOUDY and set by BERTHA M. GOUDY at The Village Press in *Garamont* types designed by MR. GOUDY for the LANSTON MONOTYPE MACHINE CO.







*"He snatched the thunderbolt from heaven  
And the scepter from the hands of tyrants!"*

Contributed to the Franklin Bi-Centennial Number of THE AMERICAN PRINTER  
by the McGraw-Phillips Printing Company, 241 West 37th Street, New York

Plates (copyrighted) by courtesy Henry Altemus Company, Philadelphia



Scheme for a  
**PRINTING-OFFICE**

to be established in New Haven, Connecticut,  
as drawn up in a letter from

BENJAMIN FRANKLIN to WILLIAM STRAHAN.

---

From the original in the Yale University Library. Reprinted for the Franklin Bi-Centennial Number of The American Printer at the Yale University Press by Carl Purington Rollins, Printer to the University. Mdcccxxij.

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Philad<sup>a</sup> Oct. 27 1753

Dear Sir,

I HAVE your Favour of June 27, and am quite surpriz'd at the Conduct of M<sup>r</sup> Harris. He is return'd to Maryland as I hear, a Parson!

I have now received Bower's 2<sup>d</sup> Vol. and shall send to the Trenton Library to enquire after Crito & Delarefse.

The Sum was 25*l* to which I limited the Books, &c. to be sent my Nephew Benj<sup>a</sup> Mecom. But if you have sent to the Amount of 30*l*, 'tis not amifs.

I am now about to establish a small Printing Office in favour of another Nephew, at Newhaven in the Colony of Connecticut in New England; a considerable Town in which there

is an University, and a Prospect that a Book-seller's Shop with a Printing House may do pretty well. I would therefore request you to bespeak for me of M<sup>r</sup> Caslon, vis

300 lb Longprimer, with Figures  
and signs sufficient

for an Almanack

300 lb Pica

300 lb English

100 lb Great Primer

60 lb Double Pica

50 lb Two line

English

40 lb Two line Great  
Primer

30 lb Two line Capitals, & Flowers of different Founts

20 lb Quotations

As M<sup>r</sup> Caslon has different Long-

} Rom. &  
Italic

primmers, Pica's, &c. I beg the Fav<sup>r</sup> of your Judgment to chuse & order the best.

To which add,

A compleat good new Prefs

2 pair Blankets

2 pair Ballstocks

Some Riglets, Gutter Sticks, Side Sticks, Quoins, &c

3 pair Chases of different Sizes, the biggest Demi

2 folio Galleys, each with 4 Slices

4 Quarto Galleys

A few Facs, Head & Tail pieces, 3 or 4 of each

2 Doz brafs Rule

2 good Composing Sticks

2 Cags of Ink, one weak the other strong

With such another small Cargo of Books and Stationary as I desired you to send to Antigua, for a Beginning.

Mesnard sails in a Week or two, by whom I shall fend you Bills for 100*l* Sterlg. But desire you would immediately on receipt of this bespeak the Letter, &c. that we may not be disappointed of having them  $\text{p}$  first Ship to Newhaven or New York in the Spring. If sent to Newhaven, direct them to the Care of M<sup>r</sup> Thomas Darling, Merch<sup>t</sup> there. If no Vessel to Newhaven, then to New York, to

the Care of M<sup>r</sup> Parker, Printer.

Infure the whole.

The furniture may be packed in the large Case that contains the Prefs.

If you can persuade your Prefsmaker to go out of his old Road a little, I would have the Ribs made not with the Face rounding outwards, as usual, but a little hollow or rounding inwards from end to end: And the Cramps made of hard cast Brafs, fix'd not acrofs the Ribs, but longways so as to slide in the hollow Face of the Ribs. The Reason is, that Brafs and Iron work better together than Iron & Iron; Such a Prefs never gravels; the hollow Face of the Ribs keeps the Oil better, and the Cramps bearing on a larger Surface do not wear as in the common Method. Of this I have had many Years Experience.

I need not desire you to agree with the Workmen on the most reasonable Terms you can; and as this Affair will give you Trouble, pray charge Commis<sup>n</sup>. I shall not think myself a Whit the less obliged.

My Compliments to M<sup>rs</sup> Strahan, Mast<sup>r</sup> Billy, &c. in which my Wife & Children join with

Dr Sir,

Your most humbl<sup>e</sup> Serv<sup>t</sup>

B FRANKLIN



© FAS

*“Franklin made books, but books made Franklin”*

— SMYTHE

CONTRIBUTED TO THE FRANKLIN BI-CENTENNIAL NUMBER OF THE AMERICAN PRINTER BY THE  
KETTERLINUS LITHOGRAPHIC MANUFACTURING COMPANY · PHILADELPHIA





## *The* MEMORY of FRANKLIN

By S. WEIR MITCHELL: *A Poem read at the Franklin Dinner, Philadelphia, 1906*

**A** MEMORY only? nay, for us who find  
Familiar here the impress of his mind,  
Warmed by his thought when glow the evening fires,  
Hearing his genius in the whisp'ring wires:  
More than a memory he seems to tread  
Our streets to-day, the quickest of the dead!

**W**E KNOW the face, the dome-like build of head,  
The mirthful lips by humorous habit bred,  
The sterner lines that mark the will to meet  
In equal wise or victory or defeat.

How near us seems this nature frank and kind,  
This equal comrade of the larger mind,  
And yet so near the heart of all mankind!  
Unharm'd by flattery and unstirred by praise  
He moved serenely through laborious days  
Befriended ever by one gift of heaven  
Not always surely unto genius given—  
The cool self-judgment void of all pretense,  
The sense uncommon men call common-sense.

**S**O LIVES in memory he who stands confessed  
Of every thought to-night the welcome guest.  
Lo, at his name there rise securely great  
The strong yore fathers of our infant State,  
Whose gage of duty boldly challenged fate.  
What happy stars shone radiant on the birth  
Of that ripe harvest of our virgin earth,  
Men of a day when Freedom asked of Fame  
Heroic souls,—and large the answer came!

**T**WO hundred busy years have passed away  
Since in his humble home an infant lay:  
Beside his cradle passed the mistress Fates  
On whose decree the hidden future waits.

No





No frowning shapes foretold disastrous hours,—  
Fair were the forms that promised fruit and flowers.  
There tranquil Science to the infant brought  
The prescient insight of illumined thought,  
Saw with proud eyes the answering flame of heaven  
Unto the questioning hand of genius given,  
And felt with him the joy of those who find  
The hidden secrets of the eternal mind.

**T**HE Muse of Letters whispered in his ear  
“Thou shalt be mine, and lo, I give thee here  
The wise of elder days thy friends to be  
As men unborn shall turn for friend to thee;  
Thou shalt be mine,” she cried, and gave the boy  
The unfailing magic of her matchless joy,  
Graced with expression’s charm his birthday hour,  
And on his cradle left her gift of power.

**T**HE queen of History in that lowly room  
With glowing visions filled the silent gloom,  
While past his couch swept on and swift away  
All the strange drama of his future day  
Till with a word of influence bending down  
Each gift she left that wins for man renown,  
And at the last Achievement’s laurel crown.

**T**HEN at his side there lingered for a while  
The Comic Muse and with her constant smile  
Gave the wide gamut of her range of mirth  
To meet and mock the ills and cares of earth,  
Left where he lay the shining sword and shield  
Of ready humor well he learned to wield  
And with her joyous laughter called away  
These phantom prophets of his natal day.

**T**AKE then my toast, “A great man’s memory—  
A man so various that he seemed to be  
Not one, but all mankind’s epitome.”







*Franklin at the Court of Louis XVI*

*From a painting by Baron Jolly and printed in two colors. Contributed to the Bi-Centennial  
Number of The American Printer by Gatchel & Manning, Inc., Philadelphia*





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**F**RANKLIN not only was proud to be known as a printer, but he did those things that made the printing business one to be proud of. As an apprentice and a journeyman he worked in the real spirit of craftsmanship. As a foreman he shared his knowledge with his associates and was able and efficient. As the head of his own business he was capable and respected.

He served his fellow men, his craft, the sciences, his home city and his country, giving the best that he had. Honors came to him as the years advanced, but from first to last he was proud to be known simply as B. Franklin, Printer.



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# Benjamin Franklin

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HE was always greater—serene, confident, assured—than the work on which he was engaged. Always he left the impression of endless resources of reserved power—he that was so unassuming in his manner, so deferential toward the opinion of others. In whatever society he chanced to be, he was always the center. Wherever he sat at table, there was the head! Jefferson, who followed him as minister to France, replied to Count de Vergennes, who said: “You replace Dr. Franklin;” “I succeed; no one can replace him.” That was the common impression of his contemporaries—that he stood apart, singular, preëminent, unique. Doughty John Adams, his colleague in France, a man not given to exuberance of appreciation or commendation, wrote of him:

“Franklin’s reputation was more universal than that of Leibnitz or Newton, Frederick [the Great] or Voltaire, and his character more beloved and esteemed than all of them. . . . If a collection could be made of all the gazettes of Europe for the last half of the eighteenth century a greater number of panegyrical paragraphs upon *le grand* Franklin would appear, it is believed, than upon any other man that ever lived.”

Such expressions could be indefinitely multiplied to show the impression Franklin’s life and character made upon his contemporaries. But here are some significant facts: In the Encyclopaedia Britannica the space devoted to the biography of Franklin is nearly as great as that given to Washington, Jefferson and Hamilton combined. I am not saying that is just.\* I

am merely reporting a fact. In place names in this country Franklin appears 130 times to Washington’s 90 and Hamilton’s 70. In names of companies, banks, trusts, insurance, in names of academies and schools, in personal names Franklin, I suspect, has appeared oftener and more continuously than any other American worthy. In any list of the great men of the world, his name would be found. In any list of the greatest men of his time, his name would stand among the foremost. Mention the greatest names in natural science, and there you shall find Franklin. Mention the great moral philosophers of the race, and you cannot exclude Franklin. Name the ablest diplomats in American history, and Franklin will be among the number; the greatest statesmen, and there again his name appears; the greatest journalists, and he is near the top of the list; the greatest patriots, and his name is on even line with any you shall recall.

It is this many-sided quality of Franklin’s career, of his intellectual sympathies, of his activities that most amazes us. A fascinating book of recent years, “The Many-Sided Franklin,” exploits this quality with abundant detail and refreshing comment. His mind was open to all interests that engage men’s attention; and directed his vigorous mentality upon no subject without striking off pertinent and penetrative suggestions. And always there is the impression of sane, serene, sincere personality behind all—one desirous only for the absolute truth; one supremely interested most of all for the betterment of the human race; one that through all diverse and jarring creeds beheld, with reverent acknowledgment, a divine Providence, directing and overruling the lives and destinies of men.

From address by Charles Richard Williams before Annual Banquet of Chicago Typothetae; January 17, 1911.

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Contributed to the *Franklin Bi-Centennial Number* of THE AMERICAN PRINTER by Edward C. Biggar (*Biggar Printing Company*) and William Henry Baker, *Advertising Consultant*, Cleveland, Ohio.





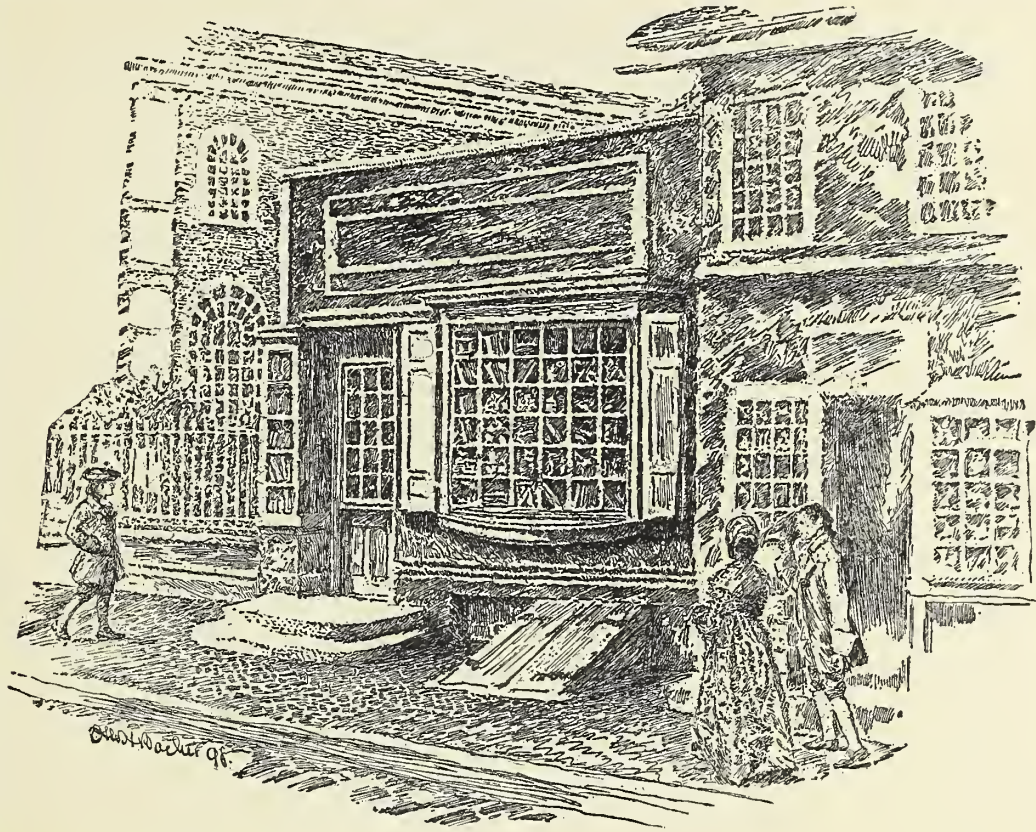
*Two Great Americans*

Reproduced from a painting by E. Percy Moran. Contributed to the Franklin  
Bi-Centennial Number of *The American Printer* by  
The Thos. D. Murphy Co., Red Oak, Iowa





☞ BENJAMIN FRANKLIN, *Lover of Books.*



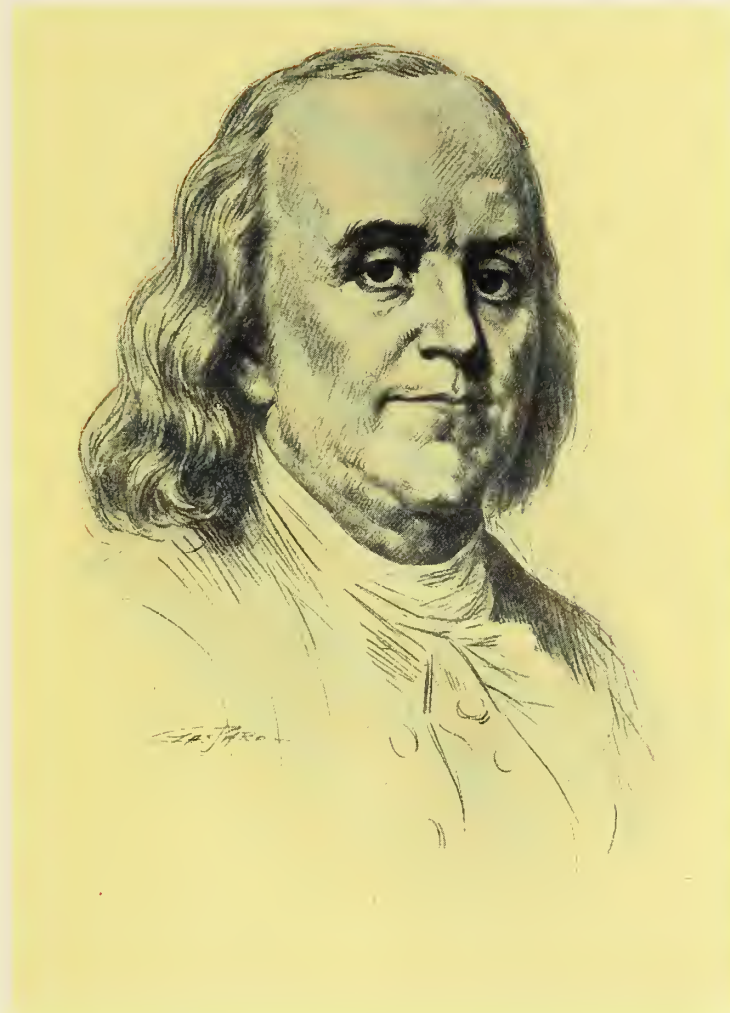
*A*FTER it was dark we went into the house, and he invited me into his library, which is likewise his study. It is a very large chamber, and high-studded. The walls are covered with book-shelves, filled with books; besides these there are four large alcoves, extending two-thirds the length of the chamber filled in the same manner. I presume this is the largest and by far the best private library in America.”

—From the *Diary of MANASSEH CUTLER*, July 13, 1787.

The illustration shows FRANKLIN'S OLD BOOK-SHOP,  
near Christ Church, Philadelphia, and is from "The Many-Sided Franklin,"  
shown by courtesy of The Century Company.



## Tribute to *Benjamin Franklin* by Elbert Hubbard



**I**N point of all around development, *Franklin* must stand as the foremost American. The one intent of his mind was to purify his own spirit, to develop his intellect on every side, and make his body the servant of his soul. His passion was to acquire knowledge, and the desire of his heart was to communicate it. We know of no man who ever lived a fuller life, a happier life, a life more useful to other men, than *Benjamin Franklin*. For forty-two years he gave the constant efforts of his life to his country, and during all that time no taint of a selfish action can be laid to his charge



designers themselves, but by those very type-designers whose types we even now use or reproduce in our best daily work. Thus they provide that precise harmony of colour between type and ornament which is the essential of good typography. Mr. Stanley Morison and I have traced the basic forms of these flowers to oriental sources of many hundred years ago. These elements found a triple entry into the renaissance Italy and France of the end of the

state or unprofitable (I use the word deliberately) in their mission of making a man peruse your message. Then their flexibility: they can be composed to any space, any height or depth: the motive of the border on one page can reappear in the headline of another, the initial to a third, the tailpiece to a fourth. There are no artists to be fed; no zincos to be made—and fitted. Moreover, these flowers were designed, not merely by the greatest of the type-

Contributed to the B. Franklin No. of the AMERICAN PRINTER by Francis Meynell, of the PELICAN PRESS, 2 Carmelite Street, London, England. Printed in the original 17th century Fell types, and so arranged as to be folded into an eight page fascicle

## OF PRINTERS' FLOWERS

A system of decoration used (no less than by the other printers of his day) by BENJ. FRANKLIN

PELICAN PRESS

1922

most letter-like in feeling, in balance and in "colour." These units are letters in the language of decoration. They can be composed by the capable printer into words, into sentences, nay, into poems or proclamations of that mysterious language.

From the point of view of the printer and his customer alike these units of decoration claim a remarkable convenience of use. First, their infinite variety combined with economy of material: they need never grow

fifteenth and beginning of the sixteenth centuries. First, by means of the Hispano-Moresque pottery, much of which was decorated in this fashion; second, by the caravan importations of stuffs and metals and leathers from the Levant; and third and most important, by means of the groups of great oriental craftsmen who worked their damascene metals and their lovely leathers in every great Italian city.

The bookmakers were speedy to use the pattern-

IN THE INVENTORY made by *James Parker* of the printing outfit owned by FRANKLIN appears the item: '70 lbs. flowers at 2s. £7 0 0.'

There are scores of different flowers; they can be combined in thousands of different ways. What is common to them, what makes the system, is the fact that the unit of decoration is itself an ordinary metal type, of the varying type-sizes, cast by the type-founder, set as type, and bearing, instead of a letter symbol, a formal design

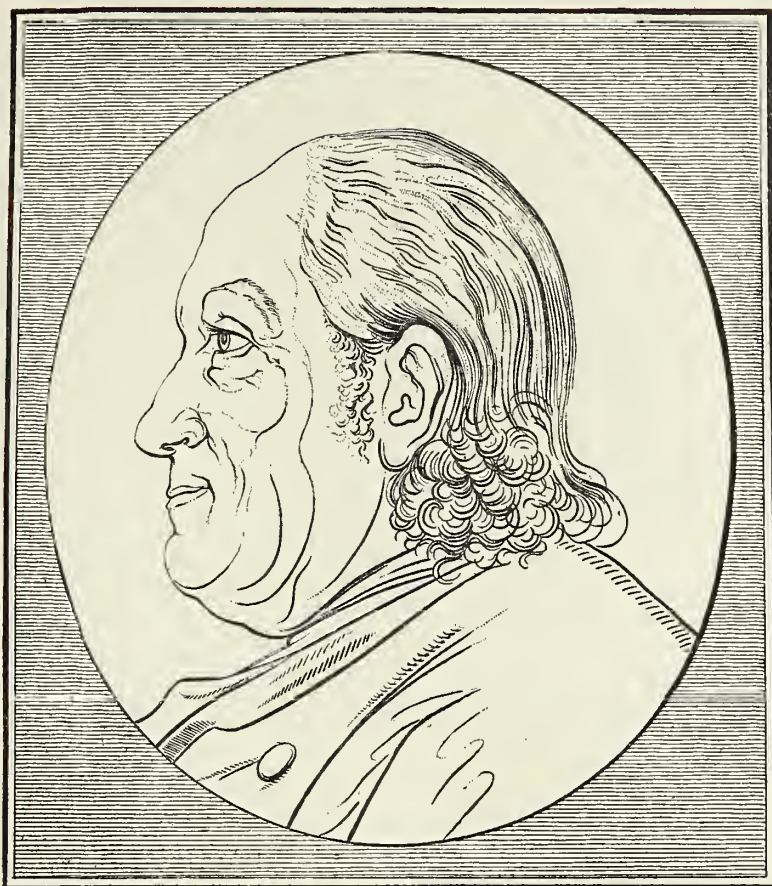
books of these *moresques* and *arabesques* which next began to appear. First the bookbinders with varieties of the "aldine leaf"; then the printers, who had cut in wood, by men like Bernard Salomon, the most entrancing borders: shown in this fascicle. Then—in the mid-sixteenth century—the type-founders made into typesuitable details of these patterns:

the first "flower" was made.



# *A Synopsis of World Events During Franklin's Lifetime*

1706-1790



**B**ENJAMIN FRANKLIN lived in the stern and hardy formative days of our country. He and men like him were forced by circumstances to think freely and act fearlessly when they believed they were right. Franklin early learned how to get things done well—by doing them himself, thoroughly and conscientiously. After he had prospered, his frugality and common sense came to be a factor in building the foundation of America. We were at first a poor ragamuffin among the nations, but Franklin, at the European Courts, “sold” his young country so well that aid and friendship were quickly procured. It is interesting to note what was happening in the world during the span of his industrious years. There were no railroads, no factories, no mines, no taxis, telephones, or any other of the conveniences of today. Life in the Colonies was a rude and sometimes dangerous existence. Europe was a turmoil of wars and changing dynasties. It would seem that Franklin, in his fruitful life, walked like a saint of Progress amid a world of corruption and ignorance—a kindly, shrewd, and learned man, unselfish, just, and unafraid.—A. S.

*Compiled and arranged by Albert Schiller  
Contributed to the Franklin Bi-Centennial Number of The American Printer  
by William Green, a Corporation, Printers, New York*

1706

Benjamin Franklin was born January 6 (old style), in a small wooden house on Milk Street, Boston. At that time there was only a trail from New York to Philadelphia, and not a stage coach in all America. Swift and Defoe were writing their first pamphlets. The former had not yet written his "Gulliver's Travels," nor had "Robinson Crusoe" as yet been written by the latter. Pope was a lad of eighteen; and Washington had not yet been born. In Boston, Cotton Mather was persecuting witches.

1707

Union of England and Scotland.

1709

Franklin was born into a world of wars. When little Ben was three years old, Peter the Great in distant Russia annihilated the army of Charles III at Poltawa, Augustus II recovered the throne of Poland and the Danes invaded Sweden.

1710

This year witnessed the fall of Godolphin and his Whig ministry and also the formation of the English South Sea Company. A neighbor of the Franklin family is thought to have been the original Mother Goose.

1711

Death of Emperor Joseph of Austria. Publication of Addison's "Spectator." Appearance of Pope's Essay on Criticism.

1712

England and France, having been at war, signed an armistice. Boston in those days was an exciting place for a lively boy of six or seven, for real Indians prowled on the outskirts of the town and occasionally made trouble.

1713

Treaty of Utrecht. Pope Clement XI condemned Jansenism.

1714

Queen Anne died and was succeeded by George I, the founder of the House of Hanover, who could not speak a word of English. Franklin was sent to Grammar School.

1715

Walpole became Prime Minister. The Jacobites were overthrown.

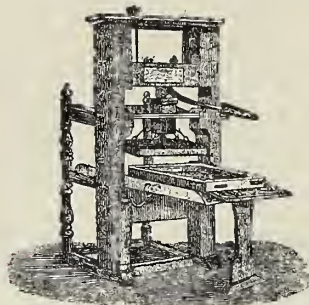
1716

At ten, Franklin began to assist his father in the business of tallow

chandler and soap boiler. Leibnitz, the great German philosopher, died; and John Law established his bank in Paris.

1718

While young Ben was being initiated into the ways of the printing business at the shop of his half-brother James, the French made a settlement called New Orleans at the mouth of the Mississippi. David Garrick, the great English actor, was born.



Printing press Franklin used in London while working as a journeyman in 1725-26.

1720

Bursting of the South Sea Bubble.

1721

Franklin began to write his first articles anonymously for the "New England Courant." France went bankrupt in spite of Law's aid.

1722

Peter the Great made war on Persia. Franklin became a vegetarian for a time to save money on food to buy books.

1723

At seventeen Franklin in February became publisher of the "New England Courant" and in October left home and went first to New York and then to Philadelphia where he obtained work with Samuel Keimer.

1724

Innocent XIII was succeeded by Benedict XIII at the time when Franklin, led by the promises of help from Sir William Keith (the Governor of Pennsylvania), went to London to buy type and presses to set up his own shop. Finding himself stranded without money, the promises having been worthless, Franklin obtained work at Palmer's printing office.



A meeting of the Junto

1725

Peter the Great died while Franklin was still at work in London.

1726

Franklin returned to Philadelphia and went back to work at Keimer's shop.

1727

Franklin formed a debating club called the Junto in the same year that Sir Isaac Newton died. Gibraltar was unsuccessfully besieged by Spain. Queen Catherine of Russia died, and George I was succeeded by George II.

1728

Vitus Bering (or Behring), the Danish navigator, discovered the strait that now bears his name. Franklin formed his first partnership in the printing business with Hugh Meredith.

1729

Franklin bought the "Pennsylvania Gazette" which he conducted until 1765. At that time the island of Corsica rebelled against the authority of Genoa; and Carolina, a large tract in the new world, was bought by the British Crown. Franklin published the first book with his imprint. Its title was: "The Psalms of David Imitated in the Language of the New Testament."

1730

His partnership with Meredith dissolved, Franklin assumed sole management, and was appointed Public Printer by the Pennsylvania Assembly. In this year Lord Baltimore laid out the City of Baltimore. Franklin married his old sweetheart, Deborah Read. According to his autobiography, he "took her to wife Sept. 1, 1730."

1731

At the time when Daniel Defoe died, Franklin was busy establishing the first circulating library in America.

1732

This year marked the birth of "Poor Richard's Almanac." Ogelthorp embarked for America with his colonists.

1733

Ogelthorp founded Savannah. In Poland there broke out the War of the Polish Succession. Franklin began to study French, Spanish, Latin, and Italian. He also began to open branch offices in Charleston, New Haven, New York, and even one on the island of Jamaica.

1734

Franklin was elected Grand Master of the Grand Lodge of Free Masons. In the next year occurred the publication of the famous "Systema Naturæ" by Linnæus (Carl von Linné) the great Swedish botanist.

1735

Franklin published the first American translation from the classics, a version by James Logan of Cato's "Moral Distiches."

1736

Francis Folger Franklin, Franklin's little son, died of smallpox at the age of four. Franklin was chosen Clerk of the Pennsylvania Assembly, and at the same time he organized the first fire company in Philadelphia.

1737

Extinction of the proud Medici dynasty in Tuscany. Opening of the University of Göttingen. Appointment of Franklin as Postmaster of Philadelphia. Also made a Justice of the Peace.

1738

Nadir Shah, ruler of Persia, conquered Afghanistan. Herman Boerhavve, the great Dutch physician, died.

M. T. CÍCERO'S  
*CATO MAJOR,*  
OR HIS  
DISCOURSE  
OF  
*OLD-AGE:*

With Explanatory NOTES.



PHILADELPHIA:  
Printed and Sold by B. FRANKLIN,  
MDCCKLIV.

*Reduction of the title page of the book Franklin is said to have regarded as the best specimen of his book printing.*

1739

Nadir Shah defeated the Great Mogul of India and entered Delhi. The ill-fated "Treatise of Human Nature," by David Hume, the English historian and philosopher, was published in London. In this year the Peace of Belgrade occasioned the alphabetical poem: "An Austrian army awfully arrayed  
"Boldly by battery besieged Belgrade," etc.

1740

In Germany, Frederick the Great succeeded his father, Frederick William I; while Empress Anne of Russia and Charles VI of Austria both died. Nadir Shah continued his victories in India.

1741

Franklin went into partnership with James Parker in New York. New Hampshire was finally sepa-



rated from Massachusetts. War was begun between Sweden and Russia.

1742

In this year Franklin invented the Franklin Stove. Walpole and his ministry fell and gave place to Wilmington; while France made Duplex governor of its possessions in India.

1743

Cardinal Fleury of France died. Russia and Sweden signed the Treaty of Abo. Franklin helped to found, and became secretary of, the American Philosophical Society.

1744

Death of Alexander Pope, the English poet. Beginning of King George's War in America. Publication by Franklin of "Pamela" (a reprint), the first novel printed in America. Franklin also published another translation of Logan's: "Cicero on Old Age," which he thought to be the best typographically that he had ever done. Death of Franklin's father.

1745

Franklin began his experiments with electricity. Jonathan Swift, author of "Gulliver's Travels," died. Scotland rose up in arms for the young pretender, Charles Edward.

1746

Francois La Bourdonnais, French naval commander, captured the city of Madras.

1747

Death of Le Sage, French novelist and dramatist.

1748

The Peace of Aix-la-Chappelle. Franklin was chosen a member of the Council of Philadelphia. The French philosopher-historian Montesquieu published his "Esprit des lois." Franklin retired from business in order to give his time to study and research and public affairs. David Hall continued the business under the title of Franklin and Hall.

1749

Franklin was instrumental in founding the College, now the University, of Pennsylvania. The Ohio Company received its grant of land from George II. Fielding's "Tom Jones" was published, as was also the first part of Buffon's "Histoire Naturelle." Franklin was appointed a Commissioner of the Peace. In this year he planned the lightning rod.

1750

Franklin was elected to the Assembly of Pennsylvania and re-elected annually for the next four-

teen years. Ludovico Antoni Muratori, Italian historian and antiquary, and Johaan Sebastian Bach, the German composer, both died in this same year.



Franklin playing chess with Mrs. Howe

1751

Franklin promoted the founding of the Pennsylvania Hospital. He was elected an Alderman in the same year that Diderot and D'Alembert began to publish their encyclopedia in France. Franklin took the lead in organizing a militia force and was active in street lighting and paving plans.

1752

The reform of the calendar went into effect in Great Britain at the same time that Franklin made his famous experiment with the kite to show that a lightning flash is a discharge of electricity. In this year Franklin's mother died.

1753

Franklin began to reap the rewards of his great ability. The Royal Society awarded him the Copley Gold Medal and Louis XV sent him his appreciation; while both Harvard and Yale conferred on him honorary M.A.'s. At this time Franklin was eagerly engaged in having several of his improvements incorporated in a new printing press. The British Museum was founded, and George Berkeley, Irish bishop and philosopher, died.



The first American cartoon, drawn by Franklin and published in the "Pennsylvania Gazette," May 9, 1754.

1754

Franklin submitted his plan for Colonial union at the Albany Convention just prior to the beginning of the French and Indian War. Edward Cave, founder of the "Gentleman's Magazine," died, as did Fielding and Sir Henry Pelham.

1755

There was a great earthquake in Lisbon on November first. Montesquieu died in France. George

Washington was a young officer in the battle known as Braddock's Defeat. Franklin was placed in charge of the defense of the northwestern frontier of Pennsylvania.

1756

William Pitt became Secretary of State. Voltaire published his "Essai sur les moeurs et l'esprit des nations." Surajah Dowlah, Subahdar of Bengal, took the city of Calcutta and confined his English prisoners in the famous Black Hole. More honors were showered upon Franklin. This time, on April 29, he was elected a Fellow of the Royal Society, and also a member of a local London society. The College of William and Mary in Virginia made him Master of Arts.

1757

Pitt resigned and the British Ministry was reformed to include Newcastle and Pitt. Clive recaptured Calcutta, defeating Surajah Dowlah at Plassey on June 23. Frederick the Great besieged Prague. In America, Montcalm captured Fort William Henry. Franklin went to England to support the petition against Penn's sons.

1758

As a final flourish to "Poor Richard" before it passed into other hands, Franklin republished the best material of the preceding twenty-four annual issues. The edition was very well received in America and Europe. In this year died Jonathan Edwards, American theologian and philosopher, and also the Pope, who was Benedict XIV. Clement XIII followed.

1759

The Jesuits were expelled from Portugal by King Joseph. Quebec was surrendered to the English. The Scottish University of St. Andrews conferred on Franklin the degree of Doctor of Laws. He was also elected an honorary member of the Philosophical Society of Edinburgh. Robert Burns, Scotch poet, born.

1760

George III succeeded George II; and by this time the British had become masters of Canada. Floods caused great loss in the Rhine Valley.

1761

Franklin visited Belgium and Holland. Pitt resigned. The Marhatts were overwhelmed by the Afghans at Paniput under Ahmed Shah. Samuel Richardson, printer and novelist, who wrote his first novel, "Pamela," at fifty, died in this year. Richard Alsop, one of the "Hartford Wits," born.

1762

England declared war on Spain.

At Oxford Franklin received the degree of D.C.L. In August he left England for America, arriving at Philadelphia on October first. Rousseau's "Contrat Social" was published.

1763

The Paxton massacre engaged Franklin's attention. The Treaty of Paris was signed. The persecution of John Wilkes, English politician, was begun by the British Government. The Seven Years' War came to an end.

1764

In November, Franklin set out once more for England at the behest of the Assembly, to petition the Crown for a change of Govern-



Deborah Read Franklin

ment. Mme. de Pompadour and William Hogarth, the great English painter, died. The city of St. Louis was settled by the French, and Giovanni Batista Beccaria, the famous Italian physicist, published his "Trattato dei delitie della pene."

1765

The Stamp Act was passed, and Franklin's family in Philadelphia was in danger of being mobbed because of his supposed acceptance of the measure, though he had pronounced it "the mother of mischief." The Mogul Emperor ceded Bengal, Behar, and Orissa to the East India Company. Edward Young, English poet, author of "Night Thoughts," died.

1766

The Stamp Act was repealed, and Franklin scored a personal victory in his vindication. Franklin urged a union of the Colonies with England similar to Scotland's, in an effort to maintain friendly relations. Lorraine was united with France. Lessing's "Laocoon" and Goldsmith's "Vicar of Wakefield" were published.

1767

Franklin traveled extensively on the continent of Europe and was presented at the Court of France, where he was later to do such noble service for America. The passing of the Townshend Acts brought forth

the slogan "No taxation without representation." Hargreaves invented the spinning jenny.

## 1768

John Wilkes was imprisoned, and there were riots in London. England stationed a military force in Boston. In Europe, while Captain Cook sailed on his first voyage around the world, and James Bruce set out to discover the sources of the Nile, Turkey declared war on Russia. Ali Bey revolted against the Porte (in Egypt), and Polish patriots formed a Confederation against Russia. Laurence Sterne, English humorist, author of "Tristram Shandy," died.

## 1769

Franklin was elected President of the American Philosophical Society and re-elected every year for the rest of his life. In July he visited France again. "The Letters of Junius" by an anonymous writer made their first appearance. Watt obtained his first patent on an improved steam engine, and Arkwright patented his spinning frame. Christian F. Gellert, German poet, died.

## 1770

On March 5 occurred the Boston Massacre.

## 1771

Gray and Smollett died. Gustavus III succeeded his father Adolphus Frederick of Sweden. Franklin made a tour through Scotland and Ireland, and later began his Autobiography.

## 1772

Franklin was elected one of the eight foreign members of the Royal Academy of Sciences of Paris. Catherine II made the first partition of Poland. Emanuel Swedenborg, Swedish scientist and philosopher, died.

## 1773

The Boston Tea Party. The Fall of Ali Bey. The dissolution of the Jesuit Order by Clement XIV. Franklin's Prussia-England Hoax.

## 1774

Priestly discovered oxygen. Goldsmith died. Parliament closed the port of Boston, and the First Continental Congress was called. Franklin was still in Europe when Louis XVI succeeded his grandfather Louis XV. Pope Clement XIV died. Warren Hastings was made Governor General of India. Franklin's wife died December 19.

## 1775

When Franklin returned to Philadelphia on May 5, he learned of the battle of Lexington the previous month. The next day he was elected a delegate to the second Continental Congress. In July he was elected Postmaster-

General of the Colonies. John Baskerville, printer and typefounder, died, leaving as a distinct addition to good typography, his type-face, now called Baskerville.

## 1776

On August 2, Franklin signed the Declaration of Independence which he had helped to draft two months before. On December 4, he again arrived in France to get the French Government to aid the Colonists with money and other resources. (When Dr. Franklin came to France this time, he was the most noted man in the world. His reputation was more universal than that of Liebnitz or Newton, Frederick the Great or Voltaire—and he was more loved. All France called him "Le Grand Savant.") Hume, the English historian, died; and Adam Smith, the English economist, published his "Wealth of Nations." The first volume of Gibbons' "Decline and Fall of the Roman Empire" also appeared. Franklin constructed a chart of the Gulf Stream.

## 1777

On June 17, Franklin was elected a member of the Royal Medical Society of Paris. In the winter of this year, Washington's ragged army suffered greatly in its winter quarters at Valley Forge.



Count de Buffon, the French philosopher, who was one of the first to believe Franklin's theories about electricity.

## 1778

Franklin before becoming Minister Plenipotentiary to the French Court, negotiated a treaty of "amity and commerce" and a treaty of alliance with France in which she recognized the independence of the United States. In this year occurred the deaths of Linnaeus, Voltaire, and Rousseau. The Hawaiian Islands were rediscovered by Captain Cook.

## 1779

Death of David Garrick.

## 1780

Maria Theresa died. London experienced the "No Popery" riots. War began between Hyder Ali and the English.

## 1781

Franklin was elected a Fellow of

the American Academy of Arts and Sciences in January, and in December he became one of the twenty-four foreign members of the Academy of Science, Letters and Arts of Padua. In the meantime, the Congress appointed him one of the Commissioners to negotiate a Peace with Great Britain. Herschel discovered Uranus; Schiller's first drama, "Die Rauber," appeared, and Kant published his "Kritik der reinen Vernunft."



Franklin setting type in his private printing office at Passy, France.

## 1782

Henry Grattan, Irish statesman, secured the independence of the Irish parliament. The North Ministry went out of power. The fortress of Gibraltar was under bombardment of Spanish vessels from April to November. The Bank of North America was founded.

## 1783

On January 20, Franklin negotiated an armistice with Great Britain. On April 3, he concluded a treaty of amity and commerce with the King of Sweden. On September 3, he negotiated the treaty of peace with England in which the independence of the United States was recognized. Later he was elected an Honorary Fellow of the Royal Society of Edinburgh. The balloon was successfully introduced by Montgolfier. Two great mathematicians, Euler and D'Alembert, the former a Swiss and the latter a Frenchman, died in this year. Tippoo Sahib made peace with England.

## 1784

Denis Diderot, French man of letters, and Samuel Johnson, the English writer, died. Franklin was elected a member of the Royal Academy of History of Madrid. Louis XVI appointed him as one of the commissioners who investigated and later exposed Mesmer.

## 1785

On February 23, Franklin was elected an Honorary Member of the Manchester (Eng.) Literary and Philosophical Society, and on March 8, an Honorary Associate of the Societe Royale de Physique, d'Histoire Naturelle des Arts d'Orleans. In April Congress gave him leave to return home, and in June

he was elected an Associate Member of the Academie des Sciences, Belles-Lettres et des Arts de Lyon. On June 9, he made a treaty of amity and commerce with the king of Prussia. Franklin landed at Philadelphia on September 14, having set out from Havre on July 12. He took an active part in affairs, being made a Councillor of Philadelphia, and later President, or Governor, of Pennsylvania.

## 1786

Shay's Rebellion in Massachusetts. Impeachment of Warren Hastings at which the articles of impeachment were presented by Burke. Death of Moses Mendelssohn, the Jewish Philosopher, in Germany. He was the foremost Jewish figure of the 18th century, and the grandfather of the great German composer Felix Mendelssohn.

## 1787

Franklin helped frame the Constitution of the United States. On July 16, he was elected an Honorary Member of the Medical Society of London, for he had contributed to medicine the use of bi-focal glasses. Gluck, the German operatic composer, died.

## 1788

England established a penal settlement in Australia. Buffon, the great French naturalist, died. Franklin helped to organize, and was made president of, the first society formed for the abolition of slavery.

## 1789

Washington was elected our first President. Sir Alexander Mackenzie, Canadian explorer, discovered the river that bears his name. The French Revolution began; on July 14, the famous Bastille fell. Franklin was elected a member of the Imperial Academy of Sciences of St. Petersburg.



## 1790

Benjamin Franklin died on April 17, aged 84 years, 3 months. The Capitol was moved from New York to Philadelphia. Fitch introduced steam navigation on the Delaware. Goethe's "Faust" was published in incomplete form. Adam Smith, English economist, died in the same year.

## FRANKLIN'S SCHEME OF LIFE

1

It is necessary for me to be extremely frugal for some time till I have paid what I owe.

2

To endeavor to speak truth in every instance, to give nobody expectations that are not likely to be answered, but aim at sincerity in every word and action; the most amiable excellence in a rational being.

3

To apply myself industriously to whatever business I take in hand, and not divert my mind from my business by any foolish project of growing suddenly rich; for industry and patience are the surest means of plenty.

4

I resolve to speak ill of no man whatever, not even in a matter of truth; but rather by some means excuse the fault that I hear charged upon others, and upon proper occasions, speak all the good I know of everybody.





THE ORIGINAL CASLON LETTER FOUNDRY IN CHISWELL STREET, LONDON.

The Colophon of the 1764 Specimen Book states: "This new Foundry was begun in the Year 1720, and finish'd 1763; and will (with God's leave) be carried on, improved, and enlarged, by WILLIAM CASLON and Son, Letter Founders in LONDON."



NE of Franklin's English friends, with whom he corresponded for a number of years, was William Caslon, the celebrated typefounder whose acquaintance he originally made at Watts' Printing Office in Great Queen Street London. In a letter written to Caslon as late as 1788 appears this paragraph voicing a complaint that one hears occasionally from printers even to this day:

"I approve very much of your resolution not to fend your types abroad upon Credit. Their Excellence will secure a sufficient Demand without it. Some other British Founders have been so extravagantly liberal in that Way, and thereby created such a Number of Master-Printers more than the Business of the Country can maintain, as may probably in the End be hurtful to both the Debtors and Creditors."

The above is set in types cast from matrices made direct from the original punches, engraved by William Caslon.

It is contributed to The Franklin Bi-Centennial Number of *The American Printer*, by H. W. CASLON & Co., LTD., 82-84 Chiswell Street, London, E.C. 1.



# AS POOR RICHARD SAYS :

LITTLE

STROKES

FELL

GREAT

OAKS



WELL

DONE

IS

TWICE

DONE

I STOPT my horse lately where a great number of people were collected at a vendue of merchant goods. The hour of sale not being come, they were conversing on the badnets of the times, and one of the company call'd to a plain clean old man, with white locks, *Pray Father Abraham, what think you of the times? Won't these heavy taxes quite ruin the country? How shall we be ever able to pay them? What would you advise us to? . . . . .* Father Abraham stood up and reply'd, If you'd have my advice, I'll give it to you in short, for *a word to the wise is enough, and many words won't fill a bushel,* as POOR RICHARD says. They join'd in desiring him to speak his mind, and gathering round him, he proceeded as follows: "Friends, says he, and neighbours, the taxes are indeed very heavy, and if those laid on by the Government were the only ones we had to pay, we might more easily discharge them; but we have many others, and much more grievous to some of us. We are taxed twice as much by our *idleness*, three times as much by our *pride*, and four times as much by our *folly*, and from these taxes the commissioners cannot ease or deliver us by allowing an abatement. However, let us hearken to good advice, and something may be done for us; *God helps those who help themselves,* as POOR RICHARD says, in his Almanac of 1733."





# BENJAMIN FRANKLIN

**B**OOKS AND READING, – these are the two things which above all others make this civilization differ from those that have preceded it, and by virtue of their presence this civilization may be saved to our race. Franklin saw the supreme importance of the printed page. Good fortune led him early to the craft of making printed pages, and his astonishing native wisdom led him, in 1731, to found in Philadelphia a library which should acquire and preserve print that it might serve freely all who would by reading accept its service. —

This library is proud to be permitted to note here its obligation to that great American, friend of books and librarians

BENJAMIN FRANKLIN

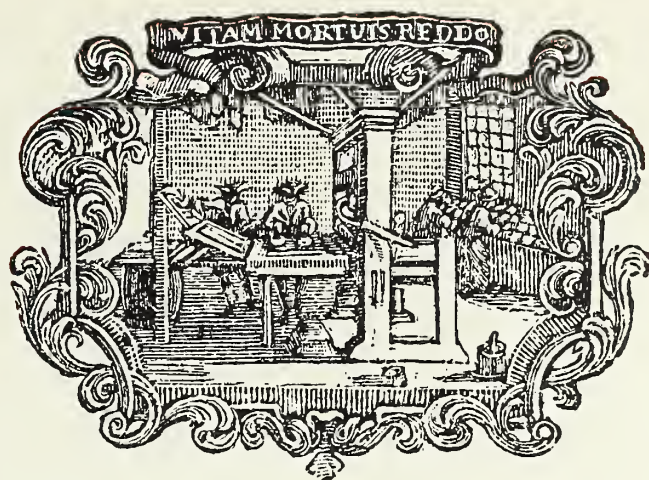
**C**UT IS FROM Weld's *Life of Franklin*, 1848, and illustrates these words in Franklin's autobiography: "In order to secure my credit and character as a tradesman, I took care not only to be in reality industrious and frugal, but to avoid the appearances to the contrary. I dressed plain, and was seen at no places of idle diversion. I never went out a fishing or shooting; a book, indeed, sometimes debauched me from my work, but that was seldom, was private, and gave no scandal; and, to show that I was not above my business, I sometimes brought home the paper I purchased at the stores through the streets on a wheelbarrow. Thus being esteemed an industrious, thriving young man, and paying duly for what I bought, . . . I went on prosperously."



THE PRESS OF THE PUBLIC LIBRARY OF NEWARK, NEW JERSEY

1923





**A** BOOK recently printed at the Clarendon Press, Oxford, England, and published by the Oxford University Press (of Oxford, London & New York), contains an interesting reference to Benjamin Franklin's early life. This is Mr. E. A. Webb's *Records of St. Bartholomew's Priory*. In Volume II, page 80, is a description of the Lady Chapel of the Priory, at one time occupied by Samuel Palmer, printer. In 1725 Franklin was one of Palmer's journeymen; and he tells us in his *Autobiography* that he was then employed on the second edition of Woolaston's *Religion of Nature*. In the same volume of Mr. Webb's book is reproduced the old cut of the Lady Chapel which appears on this page.

The University Press at Oxford possesses types even older than those which Franklin is likely to have handled in the old Priory. One of the great patrons of the Press, John Fell ('I do not love thee, Dr. Fell'), who was Dean of Christ Church in Restoration times, employed agents to buy type-punches in Holland, and gave a large quantity to the Press. These punches had long been forgotten, when they were rediscovered in the nineteenth century. Their beauty was at once appreciated, and they have now for many years been regularly used in printing books. The Oxford Press could set up to-day a book that would be almost identical with the First Folio of Shakespeare printed in 1623. The 'Fell' type includes also many 'flowers', ornaments of great beauty, which are found in books of very early date.





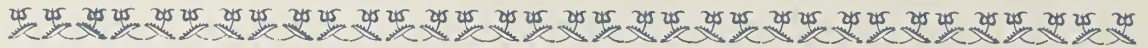
## Franklin at Home

*AN interesting account of Dr. Franklin as he appeared three years before his death is found in the Diary of Manasseh Cutler of Hamilton, Massachusetts, a clergyman, scholar, and botanist, who visited him at his home.*

**J**ULY 13th, 1787.—Dr. Franklin lives in Market Street. His house stands up a court, at some distance from the street. We found him in his garden, sitting upon a grass-plot, under a very large mulberry-tree, with several other gentlemen and two or three ladies. When Mr. Gerry introduced me, he rose from his chair, took me by the hand, expressed his joy at seeing me, welcomed me to the city, and begged me to seat myself close to him. His voice was low, but his countenance was open, frank, and pleasing. I delivered to him my letters. After he had read them, he took me again by the hand, and, with the usual compliments, introduced me to the other gentlemen, who are most of them members of the Convention.

Here we entered into a free conversation, and spent our time most agreeably, until it was quite dark. The tea-table was spread under the tree, and Mrs. Bache, who is the only daughter of the Doctor, and lives with him, served it out to the company. She had three of her children about her. They seemed to be excessively fond of their grand-papa.

**T**HE Doctor showed me a curiosity he had just received, and with which he was much pleased. It was a snake with two heads, preserved in a large phial. It was taken from the confluence of the Schuylkill with the Delaware, about four miles from this city. It was about ten inches long, well-proportioned, the heads perfect, and united to the body about one-fourth of an inch below the extremities of the jaws. The snake was of a dark brown, approaching to black, and the back beautifully speckled with white. The belly was rather checkered with a reddish colour and white. The Doctor supposed it to be full grown, which I think is probable; and he thinks it must be a *sui generis* of that class of animals. He grounds his opinion of its not being an extraordinary production, but a distinct genus, on the perfect form of the snake, the probability of its being of some age and there having been found a snake entirely similar (of which the Doctor has a drawing, which he showed us) near Lake Champlain, in the time of the late war. He mentioned the situation of this



## FRANKLIN AT HOME



snake, if it was travelling among bushes, and one head should choose to go on one side of the stem of a bush, and the other head should prefer the other side, and neither of the heads would consent to come back, or give way to the other. He was then going to mention a humorous matter, that had that day occurred in the Convention; in consequence of his comparing the snake to America; for he seemed to forget that everything in the Convention was to be kept a profound secret. But the secrecy of the Convention matters was suggested to him, which stopped him, and deprived me of the story he was going to tell.

**A**FTER it was dark we went into the house, and he invited me into his library, which is likewise his study. It is a very large chamber, and high-studded. The walls are covered with book-shelves, filled with books; besides these there are four large alcoves, extending two-thirds the length of the chamber, filled in the same manner. I presume this is the largest and by far the best private library in America. He showed us a glass machine for exhibiting the circulation of the blood in the arteries and veins of the human body. The circulation is exhibited by the passing of a red fluid from a reservoir into numerous capillary tubes of glass, ramified in every direction, and then returning in similar tubes to the reservoir, which was done with great velocity, without any power to act visibly upon the fluid, and had the appearance of perpetual motion. Another great curiosity was a rolling-press, for taking the copies of letters or any other writing. A sheet of paper is completely copied in less than two minutes; the copy as fair as the original, and without defacing it in the smallest degree. It is an invention of his own, extremely useful in many situations of life. He also showed us his long, artificial arm and hand, for taking down and putting up books on high shelves, which are out of reach; and his great arm-chair, with rockers, and a large fan placed over it, with which he fans himself, keeps off the flies, &c., while he sits reading, with only a small motion of the foot; and many other curiosities and inventions, all his own, but of lesser note. Over his mantel he has a prodigious number of medals, busts, and casts in wax, or plaster of Paris, which are the effigies of the most noted characters in Europe.

**B**UT what the Doctor wished principally to show me was a huge volume on botany, which indeed afforded me the greatest pleasure of any one thing in his library. It was a single volume, but so large, that it was with great difficulty that he was able to raise it from a low shelf, and lift it on the table. But, with that senile ambition, which is common to old people, he insisted on doing it himself, and would permit no person to assist him, merely to show us how much strength he had remaining. It contained the whole of *Linnaeus's Systema Vegetabilium*, with large cuts of every plant, coloured from nature. It was a feast to me, and the Doctor seemed to enjoy it as well as myself. We spent a couple of hours in examining this volume, while the other gentlemen amused themselves with other matters. The Doctor is not a botanist, but lamented he did not in early life attend to this science. He delights in Natural History, and expressed an earnest wish, that I should pursue the plan that I had begun, and hoped this science, so much neglected in America, would be pursued with as much ardour here as it is now in every part of Europe. I wanted, for three months at least, to have devoted myself entirely to this one volume, but, fearing lest I should be tedious to him, I shut up the volume, though he urged me to examine it longer.

**H**E seemed extremely fond, through the course of the visit, of dwelling on philosophical subjects, and particularly that of Natural History; while the other gentlemen were swallowed up with politics. This was a favourable circumstance for me; for almost the whole of his conversation was addressed to me, and I was highly delighted with the extensive knowledge he appeared to have of every subject, the brightness of his memory, and clearness and vivacity of all his mental faculties, notwithstanding his age. His manners are perfectly easy, and everything about him seems to diffuse an unrestrained freedom and happiness. He has an incessant vein of humour, accompanied with an uncommon vivacity, which seemed as natural and involuntary as his breathing. He urged me to call on him again, but my short stay would not permit. We took our leave at ten, and I retired to my lodgings.



FRANKLIN AS A BOOK LOVER  
IN HIS YOUTH



Contributed to the Franklin Bi-Centennial Number of *The American Printer* by  
R. R. Donnelley & Sons Company, The Lakeside Press, Chicago

TYPOGRAPHY DIRECTED BY W. A. KITTRIDGE



### SIGNING THE DECLARATION OF INDEPENDENCE

*(Franklin is the figure at the right of standing group in front of desk)*

Contributed to the  
Franklin Bi-Centennial Number of the  
*American Printer* by the  
MAURICE JOYCE ENGRAVING COMPANY  
Washington, D. C.

From the Painting by John Trumbull  
in the Rotunda  
of the United States Capitol at Washington  
*Photographed by authority of the  
Superintendent of the Capitol*





# *The* WHISTLE: *Written by* BENJAMIN FRANKLIN

To MADAME BRILLON, 10 November, 1779

I RECEIVED my dear friend's two letters, one for Wednesday & one for Saturday. This is again Wednesday. I do not deserve one for to-day, because I have not answered the former. But, indolent as I am, & averse to writing, the fear of having no more of your pleasing epistles, if I do not contribute to the correspondence, obliges me to take up my pen; & as Mr. B. has kindly sent me word, that he sets out to-morrow to see you, instead of spending this Wednesday evening as I have done its name-fakes, in your delightful company, I sit down to spend it in thinking of you, in writing to you, & in reading over & over again your letters.

I am charmed with your description of Paradise, & with your plan of living there; & I approve much of your conclusion, that, in the mean time, we should draw all the good we can from this world. In my opinion, we might all draw more good from it than we do, & suffer less evil, if we would take care not to give too much for whistles. For to me it seems, that most of the unhappy people we meet with, are become so by neglect of that caution.

You ask what I mean? You love stories, & will excuse my telling one of myself.

When I was a child of seven years old, my friends, on a holiday, filled my pocket with coppers. I went directly to a shop where they sold toys for children; & being charmed with the sound of a whistle, that I met by the way in the hands of another boy, I voluntarily offered & gave all my money for one. I then came home, & went whistling all over the house, much pleased with my whistle, but disturbing all the family. My brothers & sisters, & cousins, understanding the bargain I had made, told me I had given four times as much for it as it was worth; put me in mind what good things I might have bought with the rest of the money; & laughed at me so much for my folly, that I cried with vexation; & the reflection gave me more chagrin than the whistle gave me pleasure.

This however was afterwards of use to me, the impression continuing on my mind; so that often, when I was tempted to buy some unnecessary thing, I said to myself "Don't give too much for the whistle"; & I saved my money.

As I grew up, came into the world & observed the actions of men, I

thought I met with many, very many, who "gave too much for the whistle."

When I saw one too ambitious of court favor, sacrificing his time in attendance on levees, his repose, his liberty, his virtue, & perhaps his friends, to attain it, I have said to myself, "This man gives too much for his whistle."

When I saw another fond of popularity, constantly employing himself in political bustles, neglecting his own affairs, & ruining them by that neglect, "He pays indeed" said I "too much for his whistle."

If I knew a miser, who gave up every kind of comfortable living, all the pleasure of doing good to others, all the esteem of his fellow-citizens, & the joys of benevolent friendship, for the sake of accumulating wealth, "Poor man" said I "you pay too much for your whistle."

When I met with a man of pleasure, sacrificing every laudable improvement of the mind, or of his fortune, to mere corporeal sensations, & ruining his health in their pursuit, "Mistaken man" said I "you are providing pain for yourself, instead of pleasure; you give too much for your whistle."

If I see one fond of appearance, or fine clothes, fine houses, fine furniture, fine equipages, all above his fortune, for which he contracts debts, & ends his career in a prison, "Alas" say I "he has paid dear, very dear, for his whistle."

When I see a beautiful, sweet-tempered girl married to an ill-natured brute of a husband, "What a pity" say I "that she should pay so much for a whistle."

In short, I conceive that great part of the miseries of mankind are brought upon them by the false estimates they have made of the value of things, & by their giving too much for their whistles.

Yet I ought to have charity for these unhappy people, when I consider, that, with all this wisdom of which I am boasting, there are certain things in the world so tempting for example,

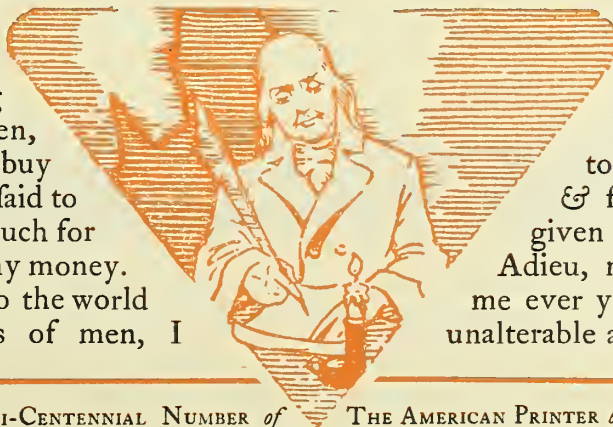
the apples of King John, which happily are not to be bought; for if they

were put to sale by auction,

I might very easily be led to ruin myself in the purchase,

& find that I had once more given too much for the whistle.

Adieu, my dear friend, & believe me ever yours very sincerely & with unalterable affection. B. FRANKLIN.







## BEN SHOWED 'EM WHAT'S WATT

BY EARL H. EMMONS

Written for the Franklin Bi-Centennial Number  
of The American Printer

*Ben Franklin was an energetic guy,  
He liked to mix in everything a bit;  
There wasn't anything he wouldn't try  
A time or two to find the why of it.*

*He tackled anything that came his way  
And poked into its works and history.  
"Steve Brodie took a chance," he used to say;  
"And he was ne'er a better man than me."*

*He delved in letters, science, art and trade,  
And juggled them to suit his own intents;  
Then, tired of such, he started to invade  
The sky, and monkey with the elements.*

*He doped it out that lightning had a punch  
Which might be used if properly controlled,  
And so he yearned to gather in a bunch,  
But feared it might escape and knock him cold.*

*But finally, with kite and copper wire  
One night he got a toe-hold on success  
And snared enough of double-jointed fire  
To make himself a tidy little mess.*

*We've traveled far from that historic night,  
Existence has improved a lot since then.  
We touch a switch for power, heat and light—  
And all of it we owe to good old Ben.*

Contributed to the Franklin Bi-Centennial Number  
of The American Printer by

The Maqua Company, Luther J. Calkins, President, Schenectady, N. Y.

Illustration by courtesy of the New York Edison Company



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*No EPITAPH Is Above Him,  
Because He Is Above An EPITAPH*

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*"His GRAVE In The Old Cemetery In Philadelphia  
Is Marked Only By A Simple STONE"*

John Clyde Oswald In "BENJAMIN FRANKLIN, PRINTER"

**H**E carved his face into the face of type. He cast his image in molten metal. He gave wings to words and rhythm to their flight. He made Printing, Publishing and Advertising alike his wife and his mistress; his hobby and his holiday; his religion and his obsession; the first love of his salad days, the last love of his twilight hours, and the best beloved of both. Buffeted by a thousand disheartenments, he moiled and toiled, envisioning, as he peered into the crystal of the coming, the Glory of the Guild which was to transmute the gold of thought into the brass of type. **U**No choir may chant his elegy, nor minstrel carol his lay. No chisel may hew his epitaph. No *Académie Americaine* may ordain his niche. Not paeon nor panegyric, not garland of greatness, not epic bronze nor heroic marble shall make Benjamin Franklin unforgettable, for every press reverently hums his name and every proof twines a fresh and fragrant leaf into the chaplet of his fame. He sits with the Aureoled, who, living, were deathless and who, dead, will live forever.

Written By ALFRED STEPHEN BRYAN  
And Contributed To The FRANKLIN BI-CENTENNIAL NUMBER Of The American Printer  
By PHILLIPS & WIENES, INC., New York





Franklin's Bookshop



Writing The Declaration of Independence

This insert contributed to the Franklin Bi-Centennial Number of "The American Printer" by The Colorplate Engraving Company, C. H. Rhodes, President, 311-319 West 43rd Street, New York

Reproductions in four colors from the J. L. G. Ferris Collection in Independence Hall Museum, Philadelphia, by permission of the artist (c)  
*Courtesy of the Yale University Press, publishers of the "Chronicles of America"*



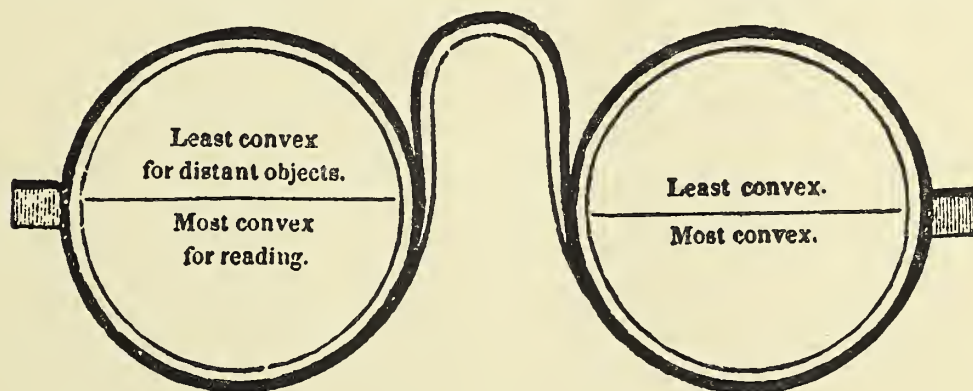


# BENJAMIN FRANKLIN

## INVENTOR of BIFOCAL SPECTACLES



IN a letter to George Wheatly, dated Passy, May 23, 1785, Benjamin Franklin describes and illustrates a pair of bifocal glasses which he had had made for his use by Dollond, the famous optician of London. Just why this useful invention of Franklin's was allowed to lapse into obscurity for many generations after its discovery, is not known. One would think that a practical optician such as Dollond would have grasped its value, and that its usefulness, so easily demonstrated, would have introduced it at once into popular vogue. Franklin, following his invariable custom, did not patent his idea, so that there was no restriction on Dollond or any other optician who wished to make such lenses.



By MR. DOLLOND's saying that my double spectacles can only serve particular, I doubt he has not been rightly informed of their construction. I imagine it will be found pretty generally true that the same convexity of glass through which a man sees clearest and best at the distance proper for reading, is not the best for greater distances. I therefore had formerly two pair of spectacles, which I shifted occasionally, as in travelling I sometimes read and often wanted to regard the prospects. Finding this change troublesome, and not always sufficiently ready, I had the glasses cut, and half of each kind associated in the same circle,

thus . . . . By this means, as I wear my spectacles constantly, I have only to move my eyes up or down as I want to see distinctly far or near, the proper glasses being always ready. This I find more particularly convenient since my being in France, the glasses that serve me best at table to see what I eat, not being the best to see the faces of those on the other side of the table who speak to me; and when one's ears are not well accustomed to the sounds of a language, a sight of the movements in the features of him that speaks helps to explain; so that I understand French better by the help of my spectacles.



# FRANKLIN *AND HIS* AUTOBIOGRAPHY

*By*  
*WOODROW WILSON*



**I**T is not easy to leave off when once you have begun to speak of BENJAMIN FRANKLIN. When you have closed the book and he is gone, the genial figure lingers in your thought. Half peasant, only half man of the world, and yet a statesman, philanthropist, scientist, man of letters, his broad, plain, sunny nature fertile in every part of whatsoever is fit to nourish or be serviceable to the race, his thought running always upon conduct or upon affairs or upon the forces of the physical universe, the door is hardly shut upon him before we fall to comment and comparison, praise and thoughtful assessment.

SUCH a man, we say, could hardly have been born or brought up to the full light of fame anywhere but in America. He is racy of the soil and of the institutions, not of Northamptonshire nor even of Massachusetts, but of the English colonies in America. In England, we feel (can we be mistaken?), he might have been such another as his uncle Thomas, the "ingenious" scrivener, who was "a chief mover of all public-spirited undertakings for the county or town of Northampton and his own village;" but hardly the chief figure of a whole nation for sagacity and for all the thoughts that make for enlightenment and quiet progress. Such a career bespeaks a country in which all things are making and to be made.

NO ONE who reads these pages can doubt that Franklin had the literary gift; you cannot mistake the career he describes or the country whose affairs set it about. For all it is so plain in diction and keeps in so businesslike a way to the quiet path of narrative, the book has flavor, smacks of men and things, and is touched throughout not only with the originality and the distinctive personal qualities of the man himself, but also with the qualities of a country and a time. All his writings attest Franklin a man gifted in no common measure with the power of expression. The firm, clear strokes define and clarify everything he touches. His sentences assemble with admirable precision, support one another without hesitation or confusion of movement; and when he is done the field clears at once, and you perfectly understand what you have seen. He can convince with excellent cogency; he can persuade with an art you shall not easily escape.

FROM THE INTRODUCTION TO FRANKLIN'S AUTOBIOGRAPHY,  
BY WOODROW WILSON.  
(*By Courtesy of the Century Company*)

Contributed to the FRANKLIN BI-CENTENNIAL *Number* of The AMERICAN PRINTER  
by the Marion S. Burnett Company, Chicago



# BENJAMIN FRANKLIN *PRINTER*

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**H**E that would be beforehand in the world must be beforehand in his busineff. It is not only ill management but discovers a slothful disposition, to do that in the afternoon which should have been done in the morning.

*Poor Richard 1749*

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PORTLAND, MAINE:

Contributed to the FRANKLIN BI-CENTENNIAL NUMBER  
of the AMERICAN PRINTER by the  
Southworth Press





*Franklin as a Newsboy in Boston*

Contributed to the Franklin Bi-Centennial Number of *The American Printer*  
by the Morris Reiss Press, New York

Plates, from "Autobiography of Benjamin Franklin" used by courtesy of Henry Holt & Company.





# Poor Richard's Almanack

JULY 1922

10 CENTS THE COPY



*Published Monthly by*  
**THE POOR RICHARD CLUB**  
*of PHILADELPHIA*

VOLUME 17

AAP

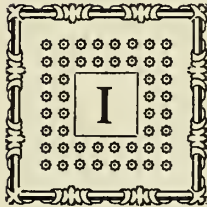
NUMBER 1

One of the covers of the official house organ of the Poor Richard Club. Illustration by Guernsey Moore.  
Contributed by the WM. F. FELL CO., PRINTERS, Philadelphia, for this Franklin Number





## A LETTER FROM BENJAMIN FRANKLIN TO FOURNIER

N 1780, Benjamin Franklin, America's foremost printer and most eminent statesman was in France. He had set up a press at Passy, and had probably equipped the press with types from the foundry of Fournier the younger—the most famous type foundry in France at that time. The following letter was addressed to Simon Pierre Fournier, head of the foundry and son of Fournier the younger, in reply to his request that Franklin pose for a portrait.

PASSY, MAY 4, 1780

*Dear Sir:*

I speak French so poorly that I am not surprised to find that you did not understand me in connection with the portrait that you desired. When I mentioned Mr. du Plessis, it was for the purpose of telling you that the artist having made a good portrait of me in large size for Mr. de Chaumont, he could copy it in miniature for you. But as you prefer to have it made after life, I have consented to oblige you and pose for any artist you might wish to employ, although it is a very tedious matter for me and I have refused several already. It would seem from a few expressions in your letter that you understand that I pay the artist. Therefore, we must understand each other better before starting, for although I feel flattered at the honor that you will do me to accept my portrait, I wish to advise you that I am neither rich nor vain enough to have copies made at eight or ten louis each to give them away and at the same time I do not think that they are worth the expense you wish to make for them.

I think that the N and the & are well formed. I thank you for your nice article on the fine invention of music characters. I am surprised that they are not being used more. I have never seen the treatise on the Origin of Printing and am very anxious to see it. Before you give your order for the mould to Lucien, I would like to see you and discuss with you the weight of the casting and the price.

I am, yours, etc.,

B. FRANKLIN

*Contributed to the Franklin Bi-Centennial Number of the  
American Printer*

BY THE EDDY PRESS CORPORATION, PITTSBURGH

*Decorations designed from Monotype material*

By ELLSWORTH GEIST





FRANKLIN AND HIS PRESS

*Reproduced from a stained glass window in the Washington Memorial Chapel  
at Valley Forge, Pa., and used as a house organ cover by  
MacGregor-Cutler Printing Co., Pittsburgh*



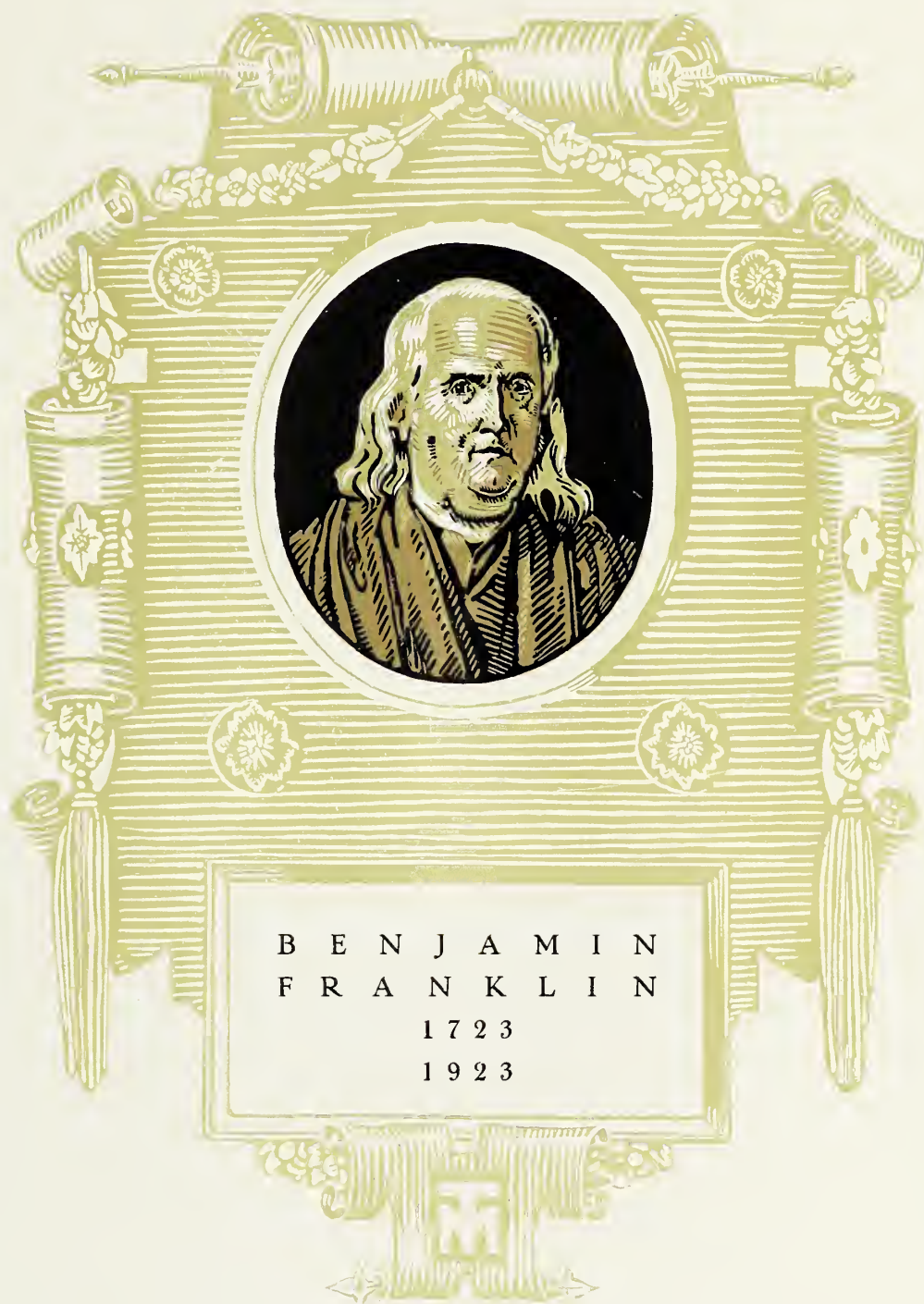
IF TO BE VENERATED FOR BENEVOLENCE , IF TO BE ADMIRER FOR TALENTS , IF TO BE ESTEEMED FOR PATRIOTISM , IF TO BE BELOVED FOR PHILANTHROPY , CAN GRATIFY THE HUMAN MIND , YOU MUST HAVE THE PLEASING CONSOLATION TO KNOW THAT YOU HAVE NOT LIVED IN VAIN

GEORGE WASHINGTON IN A LETTER TO BENJAMIN FRANKLIN, 1789 [WHEN FRANKLIN WAS 83 YEARS OLD, A YEAR BEFORE HE DIED]

CONTRIBUTED TO THE FRANKLIN NUMBER OF THE AMERICAN PRINTER BY THE CONDÉ NAST PRESS, GREENWICH, CONN. ARRANGED BY DOUGLAS C. McMURTRIE. THE INSCRIPTION CONSTITUTES THE FIRST SHOWING OF "McMURTRIE TITLE" IN 18 POINT SIZE, THE INITIAL BEING THE 24 POINT SIZE

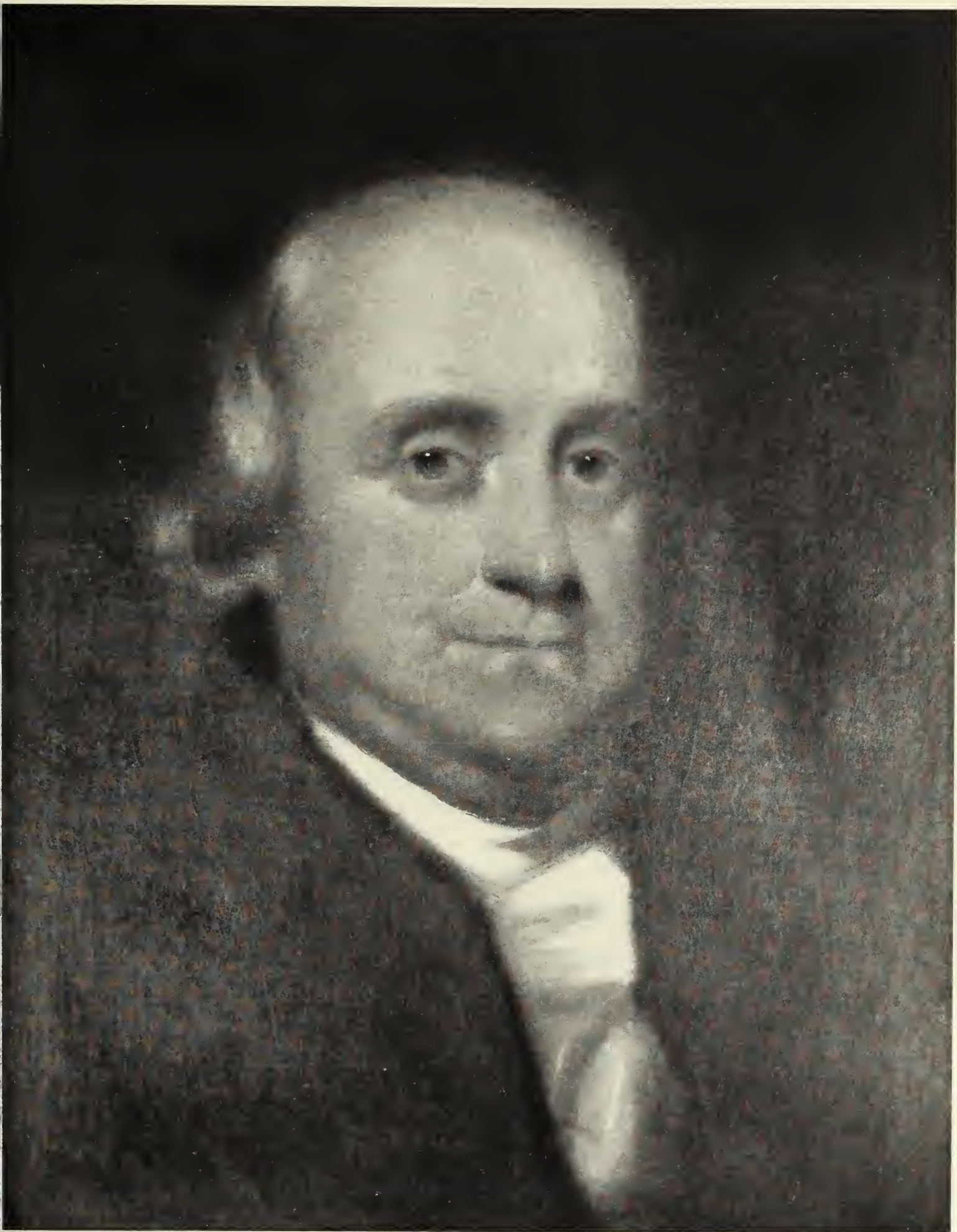






Contributed to the Franklin Bi-Centennial Number of the American Printer  
by Times-Mirror Printing and Binding House, Los Angeles





*Dr. Benjamin Franklin*

*Engraved by the Trichromatic Engraving Company, New York, from a black and white photograph of a hitherto unpublished portrait of Franklin from a private collection.*

*Contributed to the Franklin Bi-Centennial Number of The American Printer, by Paul Overhage, Inc., New York.*





I also forgot among the  
China to mention a large fine  
Jugg for Beer, to stand in the  
cooler. I fell in love with it  
at first sight: for I thought  
that it looked like a jolly fat  
Dame, clean and tidy

*Excerpt from letter from London  
written by Franklin to his wife in 1758*





## **B**ENJAMIN FRANKLIN'S CRITICISM OF MUSIC

As it has become the custom to hunt for American musicians early and late, far and near, high and low, good and bad, it may be just as well not to forget one Benjamin Franklin, who was born in Boston in 1706 and died in Philadelphia in 1790, in the fullness of fame and years. He is one of the few early American musicians who succeeded (though he certainly did not strive for it) in getting his name in the Dictionaries of Music, those repositories of immortality that we all seek to attain, that some careless reader may by chance glance at our name when even that is forgotten.

Franklin needs no dictionaries to keep his name and fame alive. But it does need an occasional mention to remind us that he was, besides being a statesman, printer, writer and philosopher, also a musician. His inventive mind turned towards the improvement of his favorite instrument, the Armonica, or musical glasses, and he perfected it to such an extent as to make it practical.

The musical glasses, as most people know, consisted of nothing more complex than a series of tumblers of various sizes variously filled with water

so as to produce a musical scale. By the use of more or less water each note could be tuned exactly to pitch, and the player moistened his finger tips and rubbed them around the edge of the glass, producing a delicate reed-like tone which has come down to us in the modern orchestra instrument, the celesta, though the tone of the celesta is not sustained.

Franklin set the glasses on edge and arranged them to revolve continuously by the action of a foot pedal so as to produce a sustained tone. This is interesting, but by far more interesting is the comment Franklin made upon musical matters, the surprising part of which is that it applies today just as it did a hundred and fifty years ago. In one of his letters, which he thought he was writing to Peter Franklin, but which he was really writing to the composers of America (and of the world) in the year 1922, he says: "I like your ballad and think it well adapted for your purpose of discountenancing expensive foppery and encouraging industry and frugality. If you can get it generally sung in your country it may probably have a good deal of the effect you hope and expect from it. But as you aimed at making it general, I wonder you chose so uncommon a measure in poetry that none of the tunes in common use

will suit it. Had you fitted it to an old one, well known, it must have spread much faster than I doubt it will do from the best new tune we can get composed for it."

"I think, too, that if you had given it to some country girl in the heart of the Massachusetts, who had never heard any other than psalm tunes . . . or old simple ditties, but has naturally a good ear, she might more probably have made a pleasing tune for you, than any of our masters here. . . ."

"Do not imagine that I mean to depreciate the skill of our composers of music here; . . . but, in the composing of songs, the reigning taste seems to be quite out of nature, or rather the reverse of nature."

In a letter to Lord Kames he writes: "I only wished you had examined more fully the subject of music and demonstrated that the pleasure which artists feel in hearing much of that composed in modern taste is not the natural pleasure

arising from melody or harmony of sounds, but of the same kind with the pleasure we feel on seeing the surprising feats of tumblers and rope-dancers who execute difficult things."

It is not necessary to point out how all of this applies to our composers of present day America—except those that are scornfully called "popular." It applies also equally to the modernists of all Europe. Where is the composer who is writing for the people or thinking of the people when he writes? The one idea seems to be the high-brow audience or the small audience gathered on the principle of mutual admiration.

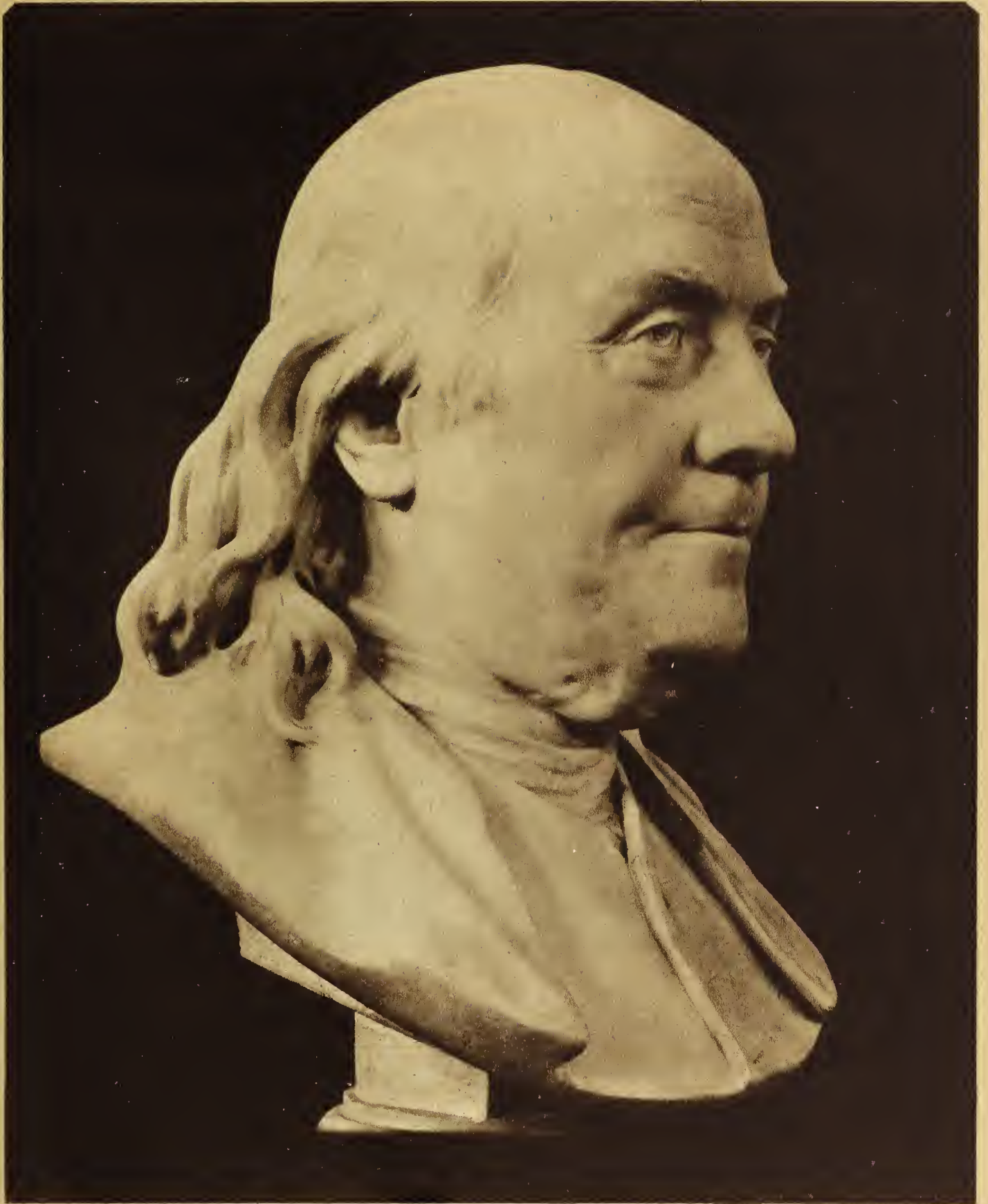
Old Ben Franklin was wise in his generation, and so filled with the spirit of common sense and logic that what he said then is true now and will no doubt be equally true a hundred years from now. But, though it did not bring about a complete reform, it may have helped some few to see the light. And it may help some of our twentieth century composers to see the light too. Let us hope so!



Contributed to the  
FRANKLIN BI-CENTENNIAL NUMBER  
OF THE AMERICAN PRINTER  
by  
ERNEST F. EILERT  
*President Eilert Printing Company*  
and  
*Musical Courier Company*  
New York

(Portrait by Courtesy of Champion Coated Paper Company)





*Benjamin Franklin, by Houdon*

*From a bust in the Metropolitan Museum of Art, New York*

Contributed to the Franklin Bi-Centennial Number of *The American Printer*  
by the Gravure Machinery and Appliance Co., Bound Brook, N. J.



# co-operation

*from Speaker-Hines*



Form III

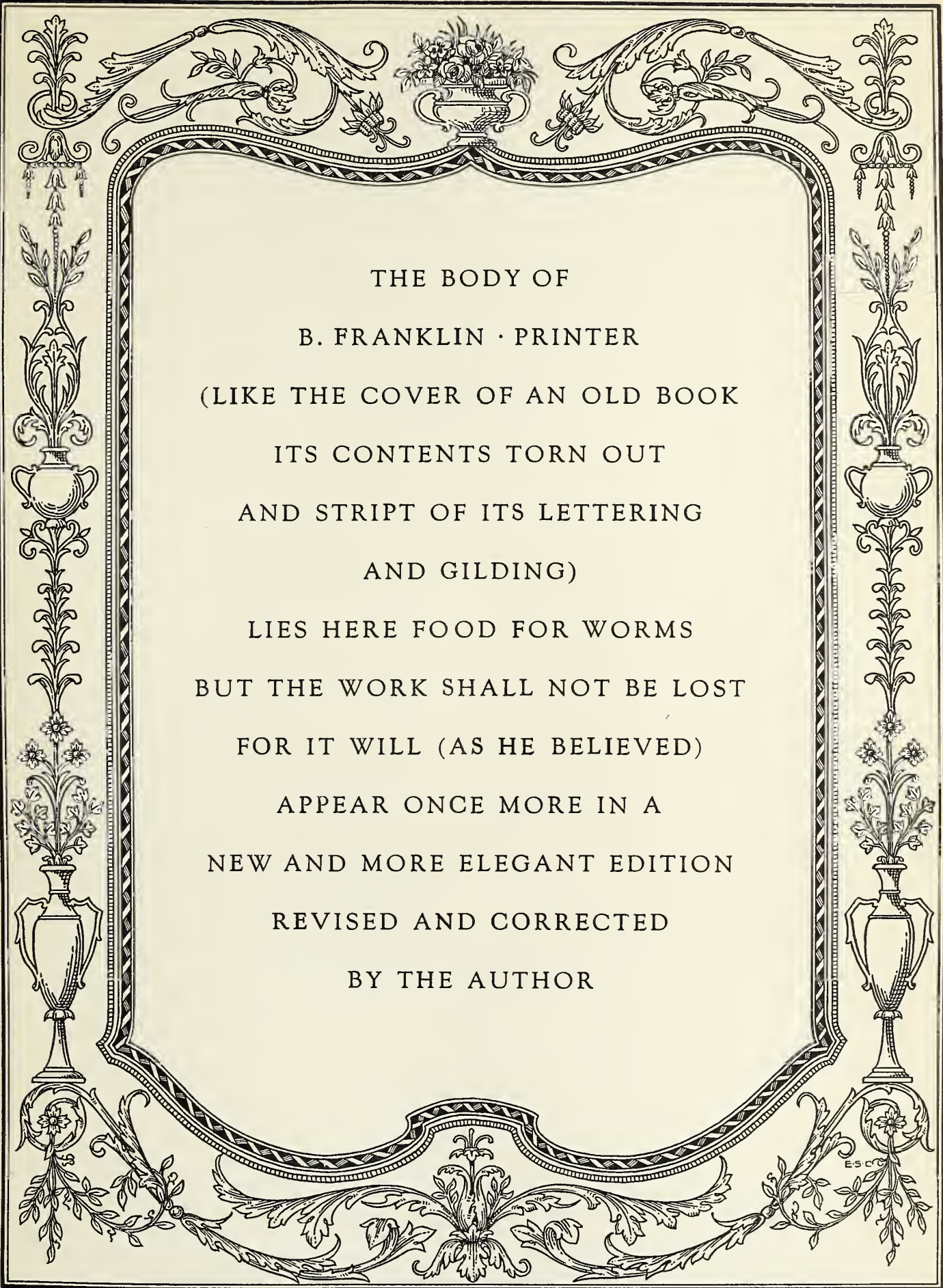
Galley 7

### Franklin Signing the Declaration of Independence

Cover page of house organ issued by the Speaker-Hines Printing Company  
148-156 Larned Street East, Detroit, Michigan

The twenty-four pages of this number were devoted to Franklin's  
career, particularly as it related to printing and advertising





THE BODY OF  
B. FRANKLIN · PRINTER  
(LIKE THE COVER OF AN OLD BOOK  
ITS CONTENTS TORN OUT  
AND STRIPT OF ITS LETTERING  
AND GILDING)  
LIES HERE FOOD FOR WORMS  
BUT THE WORK SHALL NOT BE LOST  
FOR IT WILL (AS HE BELIEVED)  
APPEAR ONCE MORE IN A  
NEW AND MORE ELEGANT EDITION  
REVISED AND CORRECTED  
BY THE AUTHOR

Franklin's epitaph, written by himself when twenty-two years of age  
Contributed to the Franklin Bi-Centennial Number of *The American Printer*  
by the Wynkoop Hallenbeck Crawford Company, Printers, New York  
Decoration by Edward S. Crawford



### Struggling back to normalcy

(Continued from page 75)

basic industries. The restrictions which have been placed on immigration, together with the large outflow of emigrants, are thought to have seriously affected the supply of labor, and to have led to the prevailing upward movement of wages.

During October and November the coal industry again developed production to the normal amount. The danger of a serious coal famine seems past, though there may be some difficulty in distributing adequate supplies for domestic use, particularly of anthracite. Prices, however, are high and business is paying heavy toll for the recent discord among the coal miners.

Building and construction activities, which were at high tide during the late summer months, have been affected by the usual seasonal decline. Activity in the building industry this year, however, has been maintained much longer than was expected and, with favorable weather conditions, is likely to continue because the demand for housing is by no means satisfied.

#### *Money situation is better*

Money conditions have been characterized by relatively low rates of interest and re-discount, large availability of credit, increased specie reserves, and continuance of heavy investment activity. The increasing strength displayed by some of the principal foreign exchanges may be explained partly by the fact that absorption by American investors of foreign securities, both governmental and private, amounted to \$653,000,000 during the first half of 1922, compared with \$626,000,000 during the whole of 1921. The growth of commercial loans of banks and expansion in note circulation are due rather to an increase in fundamental business than to the seasonal demand of agriculture.

Foreign trade is still at a low level. Exports consist largely of raw materials, foodstuffs, and staple commodities, and those of highly manufactured merchandise are much restricted. Considerable quantities of coal and iron have been imported from abroad, but such imports are scarcely normal and with the increased production of coal and improvement in transportation, will probably largely decline.

#### *Printing sales show increase*

The figures for printing sales and paper purchases in the United States for the month of September, 1922, show a continued increase, according to the

chart and report issued by the American Writing Paper Company.

Moreover, activity in the printing industry, as predicted in the comment accompanying the chart, will undoubtedly be maintained at a high level until the first of the year and printing prices will be moderately upward, or at least stable, rather than downward.

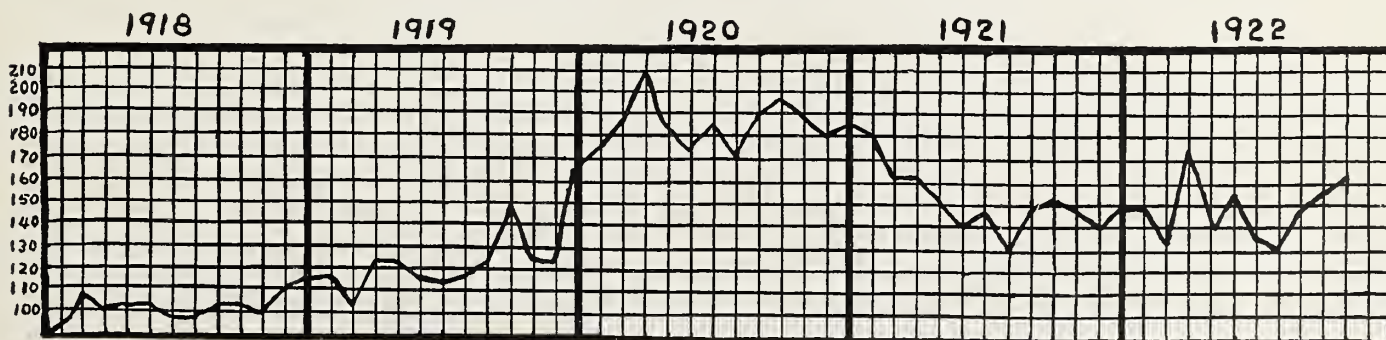
Further comment includes some of the conclusions reached at the annual convention of economic research at Harvard University, which presented findings of some very thorough investigations of present world conditions. These conclusions, drawn from a consensus of opinion of the convention, carry a great deal of weight. They are as follows:

In spite of all predictions to the effect that prices would return to a pre-war level, this would not be the case due to the fact that conditions which exist today are very different to those existing in England in 1815 and in the United States after 1865. Unless there is some unforeseen occurrence, such as a policy of very drastic currency deflation in Europe, the continued increase in monetary stocks of gold will prevent a decline of prices during the next ten years. Inasmuch as the restoration of currency to pre-war standards in the European countries which have been seriously affected by the war would probably result in national bankruptcy for a number of them, it is not considered likely that there will be any considerable change from the general price level existing at the present time. This, of course, does not mean that there will be no periodic fluctuations, but rather that there will be no permanent downward trend for a few years to come.

Latest available reports on the printing industry show a pleasing increase in production, following the September decline and the output of the following month was less than 6 per cent below the normal line established in September, 1920. Machine composition, hand bindery and rotary press room departments are lagging somewhat behind, but to offset this hand composition and the cylinder and platen presses are practically up to normal in amount of production. The accompanying chart shows clearly what the situation has been since September, 1920.

#### *Printers are highest wage earners*

Concerning the wage question every large group of manufacturing industries and nearly all divisions reported gains in the average weekly earnings of employees during the latter part of 1922. These increases were partly due to increased working time, but mostly to wage advances, the number of increases in basic wages being the largest since 1920 and it will doubtless be of interest to readers of THE AMERICAN PRINTER to know that the largest increase in earnings in any group was in the printing and paper



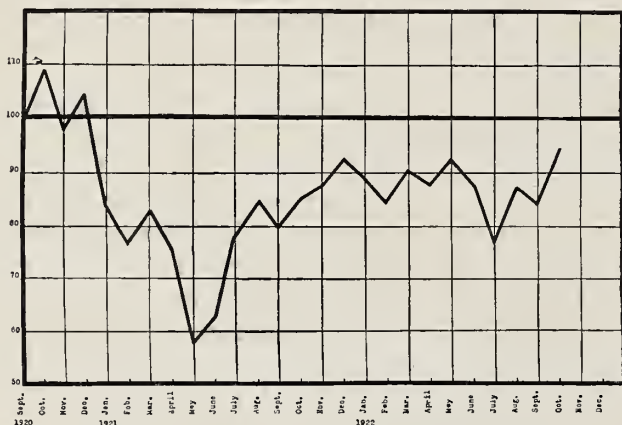
Printing sales for five years as compiled by the American Writing Paper Company.

goods industries. During the time these increases were made the cost of living, however, was practically unchanged. There were slight reductions in the cost of food and clothing, but an increase in price of fuel which just about balanced the account.

The latest report made by the Department of Commerce issued in December and covering October, shows that production in all industry had the greatest boom during that month of any time during several months and that a number of new production records were established.

Among other commodities the production of news print was greater in October than in any month since 1920. The amount of production for this month was 130,682 tons as compared with 125,402 tons in the previous month and 101,884 last year, a gain of 18.5 per cent. Shipments also greatly increased, showing about the same percentage of gain as production, so it is clear that the paper man is not now holding a lot of dead stock on his hands while his overhead mounts up.

Publishers, during last October consumed 192,431 tons of news print, representing a large percentage more than was made. The consumption was twenty thousand tons more than was used in September and



The fluctuation in productive hours in the printing business from September 1920 to October 1922. From the U. T. A. Bulletin

by far much more than has ever before been reported in any one month. Either the subscription lists must be booming or else there is so much news lately it requires a much larger amount of paper to print it all.

In spite of the theory, however, that greater production means lower costs, the fact remains that domestic news print advanced in price during October, although paper imported from Canada declined slightly. The amount of paper purchased by printers increased quite extensively, but printing activity, strange to say, showed a small decrease for the same period that the proprietors were so busy laying in a supply of stock. The accompanying chart shows the changes in the production and in stocks of news print as reported at the end of last October.

Among all papers, including book, wrapping, fine and paper board there have also been substantial increases in production during the year, fine papers showing an especially large boom and having increased more than 55 per cent. Production of all papers, including news print, increased nearly 34

per cent during the year ending with October, all of which seems to indicate that the paper industry has no real cause for worry.

*Printers buying stock heavily*

Printers, it seems, however, have been hit by a wave of enthusiastic optimism which is not exactly justified, if the government figures may be taken as an indication. Whereas printers purchased paper to the extent of 27 per cent above normal in 1922, printing activity and sales increased only 5 per cent. In the same period a year previous the printer was hanging on to his money with greater tenacity with the result that his paper purchases were 8 per cent below normal, the normal line of 100 per cent being established in September, 1918.

Conditions in the general market show that production and consequent sales of wool and cotton goods have increased substantially and that the knit underwear business has boomed 40 per cent indicating that people are gradually getting back to the more plebeian garments, in place of the silk shirt period during, and for some time after, the war. The fact that 63 per cent less coal was consumed during this same period may also have had some effect in convincing the public on heavy underwear.

Also, folks are spending more than 100 per cent more of their money on automobiles now than they did last year, but the eyesight of the public, probably due to figuring income tax puzzles, has deteriorated greatly as indicated by the boom in eye-glasses and optical goods.

Building and construction have undergone a great increase which seems to signify that people are trying to get homes of their own and which information should give the landlords something to think about.

*Chemical and copper business good*

Great changes for the better are noted also among chemicals and it is interesting to see in this connection that the production of copper has gone up 81 per cent. The only chemicals not showing an increase are sulphuric acid and dyestuffs, but that is easily explained, because anyone nowadays knows that neither sulphuric acid nor dyes are used in the chemical experiments being carried on in the copper utensils which have been flooding the market.

If the figures do not lie people are eating more beef now than they used to, but this in a measure is at the expense of the pork and mutton dealers, who are not doing so well, while the fishermen have reason to feel optimistic over the increased amount of their catches which the public is consuming.

The printing business during the past year has been bothered more or less by strikes in various branches and grieved by most all of the wage decisions the arbitrators have handed down. In the face of falling prices in most all other lines the wages employing printers have had to pay have remained stationary or gone up. Through the labor difficulties of the year it has been the pressmen who have caused the most trouble and the situation is at this time settled only for a short temporary period.

Yet the printing fraternity as a whole is opti-



mistic and going forward. Several big conventions of interest to the craft were held in 1922, including the conventions of the Associated Advertising Clubs of the World, the United Typothetae of America, the Direct Mail Advertising Association and the International Clubs of Printing House Craftsmen. The various branches of the trade, including the engravers, lithographers, binders and paper makers, also convened and all of the meetings were well attended, many of them setting new attendance records, and the general tone of all of them was optimism in regard to the stability of the industry and the outlook for the future.

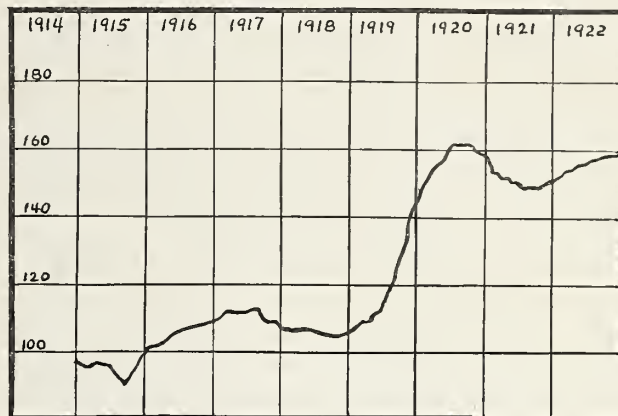
#### *East loses several plants*

Several extraordinary changes occurred during the year in the way of plant removals, a number of the largest and best known establishments in the country, some of which for generations have been identified with New York or other Eastern cities, having removed to other localities. These were largely publishing concerns and the changes were made on account of the tremendous penalty imposed on Eastern publishers by the second class postage rates. Some of the houses, however, were commercial printers who removed to localities where the cost of labor is not so exorbitant.

Concerning the second class postage rates a great fight has been waged against this unfair measure by the Eastern publishers for some time, but no relief can be prophesied as yet. In the emergency some publishers are utilizing trucks and other means of delivery in order to avoid the excessive rates, with the result that a decrease is shown both in weight and receipts of the second class postage department. At

the present time the average cost for mailing advertising pages is \$3.62 per hundred pounds.

Yet the prospects, viewed in a large way, remain bright, not so good, perhaps, for the printing business as for some other industries, but business in general may be expected to improve. A study of all available figures shows that there has been a really substantial improvement and that, considered as a



Newspaper advertising in millions of lines

whole, the record of the past year is one in which constructive factors have far outweighed the unsettling ones. As far as the domestic situation is concerned there is little cause for regret and the future holds much brighter prospects at this time than it did at the beginning of 1922. There still are numerous obstacles to surmount before a normal state is reached, but conditions are so much more sound at this time than a year ago that it is fairly safe to predict a happy new year.

## Franklin as I knew him

*How a poor but honest chandler's apprentice rose to be a rich but honest printer*

BY EARL H. EMMONS

"IT'S a boy!" So announced the village doctor of Boston Town, after he had officiated at a little house on Milk Street the morning of January 6, 1706. So bragged also Josiah Franklin during the next week while handing out cigars to his friends, among the candle molders and soap makers, only he added the word "another" to the phrase.

Gentle or antonymous reader, you have guessed it. The infant was none other than Benjamin Franklin, tenth son and fifteenth child of the Franklin household. The other five were girls. Not that he was born with the name, of course. He came into the world entirely unmarked and fully as much of a nonentity as any other infant. The name was appended later and, in fact, was the cause of a great deal of pro and con at the time. His ambitious father, who planned to bring the child up in the ways of a soap maker, wanted to call him "Ivory," but his mother with her keen feminine intuition, voted the suggestion down.

"Odds bodkins, Josiah," she remonstrated, "'tis a

wonder you don't suggest 'Pinetar' or 'Lifebuoy'. How can you premeditate such a handicap to hang onto the first and greatest American? He should be named Hercules or Alexander or something. Also we should do something about his birthday. Coming, as it does just after Christmas and the New Year will make it most inconvenient when people all over the world want to celebrate the day. Methinks we had better shove it along a week or ten days."

(Note: This was done. The entire calendar of that period was changed shortly afterward to the form which is now in use and in which Benjamin's birthday comes on January 17, rather than on the sixth, as by the old style.)

"Blah!" scoffed Josiah, whose low business had tended to make him somewhat uncouth. One's business environment does such things, you know—and it was unfortunate in this case, because deep down Josiah Franklin was a gentleman and a scholar and before coming to America had a profitable dye busi-

ness in England. In the new country, however, where a bloody redskin was always sneaking around ready to pot a pioneer every time one stepped outside the door, he found the people could do their own dyeing without trouble and that dyeing was a most hazardous way of making a living. Besides the mere mention of the word in those times carried an ominous suggestion which sent shivers of imagination up the backbone of the populace and made the speaker unpopular.

So, in the emergency, Josiah Franklin became a soap maker, because it was a business in which there was no competition and upon looking around he decided it would fill a long felt want. It was a good move, as afterward turned out. It was a money-making business and it did much to improve the health of the Franklins. Ben, himself, lived to be eighty-four and said that a large percentage of his robust health was due to his early years having been spent in the atmosphere of boiling grease. He said that it rendered him immune to nearly everything else and it is a fact that practically nothing made him sick, not even a trip across the Atlantic on a wind-jammer or the courts of Europe of that period.

Incidentally this is four score and four years ahead of the story. How time flies, as Benjamin himself said so frequently. To return to the beginning, or "as you were," which was another pat phrase of the gentleman.

"Blah!" scoffed Josiah. "You have no guarantee that the child is going to amount to much, except what that gypsy fortune teller told you and personally I think she is a witch and ought to be invited to be the party of the first part in a swimming festival."

In such delicate, suggestive way he referred to the ducking stool. But Abiah Franklin was firm. She insisted that the child should be given a name which would not only sound well, but look good in print and on monuments and such. At last, after a lengthy executive session in which many concessions were made on both sides, the parents agreed that the offspring should be called "Benjamin."

The name was adopted mainly because it went well with the surname and had a good, substantial, harmonious sound; and partly because a brother of Josiah was so-named. The other Benjamin Franklin was a pious and bookish man who lived in England and whose only vice was writing what he referred to humorously as poetry. As soon as he heard about having a namesake he sat right down at his Corona and dashed off an acrostic which was full of hilghfalutin words, spiritual advice, metric club-feet and rhetorical crimes. When the effort was shown to young Benjamin he burst right out crying and fell out of his cradle. He ever afterward signed himself B. Franklin.

Shortly after this episode, the household was brought out of bed on the jump one night by a series of whoops and howls emanating from the cradle of the youthful Ben. On investigation it was discovered that a pin was sticking the child. It was removed by his mother who promised him, "Nasty old-pin—won't stick baby any more." "Pin me eye," roared Ben, "I

swear I thought I was being electrocuted." This astounded the family into interrogations, but realizing that already he had said too much, he refused to answer, turned on his left side and went back to sleep.

During the next few years, strangely enough, nothing further of note occurred in the life of Benjamin. In fact, it appears that Ben differed from his voluminous brothers and sisters only in that he was the youngest and he lost even that distinction before long.

The next great outstanding event in his life was the time he bought the whistle and paid four times what it was worth. When he came home and found that he had been gyped he was filled with grief and gloom and felt pretty cheap.

"Ah, well," he said, "a fool and his money are soon parted, but it will not happen again, because whereas you may fool all the people some of the time and some of the people all of the time you can't fool all of the people all of the time. Still, after all, the use of money is all the advantage there is in having it. Experience is a dear teacher and pride goeth before a fall, but people who live in glass houses——"

"Say, where do you get that stuff?" demanded his brother James, who was inclined to free and careless speech.

"Poor Richard's Almanac," replied Ben and then turning on his heel in a military manner he strode out of the house wearing a knowing smile.

#### *Printer's ink wins over soap and tallow*

So passed the early years of Benjamin Franklin's childhood, and then came his seventh birthday bringing with it all the dignity of that age and also a desire to be a poet. A year later he entered school where he remained two years, after which he was removed and given an odorous position in his father's soap foundry. Ben did not greatly enjoy making soap and even went so far as to say he would rather go to sea, as one of his brothers had done. He said constructing soap all day made him feel mean enough to do any-



Ben doing the strong-arm work in Brother James' print shop and not enjoying it so much

thing and he yearned to go forth and enter the pirate industry where he never would smell soap again.

It was about this same time he suggested to his father that if he would say a blessing over the barrels of salt meat in the cellar or, better still, bless the cows and pigs on the hoof, it would save hundreds of blessings said at meal time. This was a good and great argument because it was a time and labor saving scheme and economically sound. It so impressed pious old Josiah Franklin that he led the youth right out of the soap shop and apprenticed him to his brother James, who conducted a printing house.

Ben liked printing much better than soaping, but he and James didn't get along very well together, Jim being jealous of his young brother's accomplishments, particularly his ability to write poetry. Two of Ben's efforts at this time, one being a lengthy ballad concerning a shipwreck and the other an ode to the hanging of a pirate, were printed in quantities and sold by Ben on the streets of Boston. Copies of these verses still are preserved and after reading them it is hard to understand why James should have become jealous.

#### *Benjamin becomes a publisher*

So passed the next few years and then, when Ben was sixteen, his brother started a newspaper, to fill a long felt want, and called it *The New England Courant*. It was the forerunner of yellow journalism in America, and was called the "choinal" of the day. Jim was called other things, and finally was called to court and his person placed on file for future reference in the county jail. When he was turned loose it was with the provision that he should no longer publish the *Courant*, so he passed the buck to Ben, who was announced as the head of the paper in February, 1723, and things went merrily on.

A few months later Ben decided to see a bit of the world, so broke off home ties and went seeking his fortune in New York City. He called on William Bradford who was the only printer on Manhattan Island, and even he seemed superfluous, according to the luxurious lack of orders which came to him, so he directed Ben to go on to Philadelphia where there were two printers and business was wide awake and flourishing.

The only drawback to this suggestion was that Ben was by this time very much embarrassed financially, but he made the trip, walking most of the way and carrying his extra clothes in his pockets. It was thus he arrived in the City of Brotherly Love and Calm Repose on a Sunday morning in October, in the year 1723. He was tired, cold and hungry and it was at this time he purchased the immortal rolls and walked down the street eating them, much to the amusement of the Quakers and particularly a Miss Deborah Read, who saw him and laughed right out loud.

Of course Ben could have gone up an alley or behind a barn to consume his biscuits, but just imagine the irreparable loss to his biographers had he done so. As he said at the time, "One can not be too careful about these little details for it is just such insignificant eccentricities which stand out in a man's

life and brighten up the pages of his biography." So he proceeded to prow around Philadelphia, gnawing on his buns and piling up advertising copy for himself in large and cumbersome quantities. As



Ben getting an earful of scandal from copy for *The Courant*

for Miss Read giving him the merry ha ha, Ben got even for that. He married the young lady, but this, of course, did not take place until later and the event will be reported in its proper sequence.

After eating his rolls Ben went to church, it being Sunday, and had a good sleep, after which he looked up Samuel Keimer and secured a good job in the printshop which that gentleman conducted.

#### *Our hero goes to London*

While in Philadelphia Ben attracted the attention of Governor William Keith, who seemed much pleased with the young man and told him that anyone with such talent should be in business for himself. Keith persuaded him that this was quite the proper course and helped him secure passage to England for the purpose of buying equipment. He gave Ben a number of letters which were supposed to be orders for the keys to the city, but when Ben reached London he found the communications were mere scraps of paper and that Keith didn't amount to a whoop in his own home town.



Getting the bad news that Governor Keith's letters would buy nothing in London

"Ah, well," remarked Ben, "blessed is he who expects nothing, for he shall not be disappointed, all of which proves honey will catch more flies than vinegar and it is the things that hurt which instruct. It is better to have a thing always and never need it than to need it once and not have it. The world is full of things we can't get and what we don't want. Most people are satisfied with what they have, it's what they haven't got that fills the hoose-gow and the booby-hatch, but God helps them who help themselves."

With these few remarks he went forth to seek work and got a job at Palmer's Printery, transferring later to the House of Watts, where, as he said, he learned what's Watt and saved up enough money to return to America. Before leaving London, however, he quit the printing business and went into the delicatessen profession for a brief experience.

Upon his return to Philadelphia, October 11, 1726, Ben started a dry goods business, but every time he got a sniff of printers' ink he used to cry right out loud, so finally he surrendered and returned to work for Keimer and while there established the first type foundry in the new land. About the same time he constructed the country's first copperplate press upon which he printed the first money produced (legitimately) in America.

#### *Franklin becomes eligible to Typotheta membership*

In 1728, having tired of Keimer's line of talk and his whiskers, which always were getting caught in the machinery and the soup and the conversation, Ben left him and went into business with Hugh Meredith, another employee of Keimer. He also organized a club called the Junto, which developed into the American Philosophical Society.

A few months later the partners decided to start a newspaper to fill a long felt want, but they talked too much and Keimer beat them to it. However, it took Keimer but a short while to use up his enthusiasm and capital and he sold the sheet to the boys who named it *The Pennsylvania Gazette*.

As publisher of *The Gazette* Ben first began to be felt as a force in the country, because he wrote what he thought and he had ideas on nearly everything. These ideas, incidentally, were generally of an astonishing nature and did not at all conform to the old established order. The great American public of that day which took life seriously and religion and whiskey straight, was kept in a continual turmoil by Ben's radical outbursts and he never was quite forgiven for his large and robust sense of humor. It was the sort of humor which frequently made people in certain positions feel most uncomfortable and often bordered closely on the slapstick variety. In fact, it was such a sense of humor that would appreciate such an article as this.

While Ben was going along in this way, however, Meredith was skidding around something dreadful and he decided at last it was time to quit. He came to Ben one day about nine o'clock in the morning and confessed that he was no printer and said he felt the farm calling to him. Ben sympathized and agreed with his partner and said the business always had

and always would be cluttered up with a lot of men who, as printers, would make excellent farmers, so Meredith returned to the cows and chickens and Ben carried on alone.

With the entire plant on his hands and heavily in debt, Ben had to work very hard to make ends meet and he confessed in his autobiography that even when he had nothing to do he always rushed around and created an impression of being extremely busy, for the benefit of his creditors.

About this time *The Gazette* began running articles concerning love and marriage and although the stuff was signed "Beatrice Fairfax" it was Ben who was turning it out, which was quite all right, only by writing such things he got to believing some of it himself and the first thing he knew he had decided to get himself married. With this in mind he looked up the young lady who had laughed at him in his biscuit act and in due time they were married and lived happily ever after.

In the same year, which was 1730, he was made public printer of Pennsylvania and during the next year he established the first circulating library in the country. A few months later he began the publication of *Poor Richard's Almanack* and from the very start it was such a hit with the public that in Ben's own words, "It knocked 'em dead."

#### *Ben becomes a prognosticator*

In the *Almanack* Ben went in rather strongly on plain and fancy predicting of all kinds and if Providence didn't back him up in his prophesies he would take a slam at Providence for being remiss and go right ahead predicting some more. He even predicted the death of a rival, named Titan Leeds, which made that gentleman so nervous he did come near dying from fright and suspense. When the time had passed and Leeds found himself still alive, however, he took the opportunity of knocking Ben as a bum prophet, but Ben stuck to his convictions and declared Leeds was dead from the neck up, anyway.

During the next few years Ben established a branch printing office in Charleston, S. C., was elected Grand Master of the Grand Lodge of Free Masons, was chosen clerk of the Pennsylvania Assembly, organized the first fire company in Philadelphia; was appointed postmaster and justice of the peace and established another branch office in New York—all besides taking care of his regular work.

Then he settled down and began doing things and among the various little details he managed to attend to was the invention of the Franklin stove, a device which put the open fireplace out of business forever, except as an ornament which adds forty per cent to the rent of an apartment. Several of these stoves which Ben himself hammered out by hand are still in use in branch line depots over the country, but if one didn't know that the Franklin was the first stove one would think these depot models dated back further.

After that he introduced stereotyping and manifold letter copying, devised a system of shorthand, revised English spelling, made some improvements and attachments for windmills, carriages, water and clock wheels, doped out new forms of rigging for

ships, invented a refrigeration process, found that ether could be used as an anesthetic, experimented with a flying machine, constructed the first fire-proof house, made the first bi-focal lens, invented the armonica, and an electric spark producing machine, and attended to some other matters of a miscellaneous nature.

### *Benjamin keeps occupied*

During an odd moment when he had nothing else to do Ben discovered germs, microbes and bacilli, but decided to leave them alone for the time being. Instead of starting a crusade against germs he invented a soup plate with a row of teeth around the edge which prevented the waiter from sticking his thumb in the consomme and burning it. Ben often worked by such indirect methods and thus attained his objective without letting the public get wise to what he was up to.

Then among other things he advocated a society to prevent cruelty to animals, and an anti-slavery organization, erected watering troughs for horses and dogs, founded a college, started an organization of newspaper workers, established a hospital and a street cleaning department and a paid police force, proposed a system for city lighting and organized the first militia in Pennsylvania.

These things kept him fairly busy, but he wasn't satisfied. Life in Philadelphia was a dull and uninteresting thing even in those days and he decided something ought to be done about it. "My fellow townsmen," he used to say, "are suffering from a comatose complex and ingrown ongwee. What they need is more action in their internal cosmos and a shot of jazz in their mental mechanism." Ben decided to furnish the jazz and the jazzingest thing he knew about was lightning, so he went out with a bucket to collect a mess.

His success in this endeavor needs no comment here. He got the stuff and it was one of the sensations of all time. It was a knockout and several of his friends who monkeyed with it were the same. In fact, Ben, himself, found it difficult to handle at times and on one occasion it got away from him and ruined an entire evening. The occasion was a demonstration of how electricity could be used to take the place of an axe around Thanksgiving time.

Ben had procured a turkey, in some manner, and was planning to entertain a select audience by giving the fowl a bunch of volts to see what would happen. Just as he pulled the switch, however, he himself got in the way and didn't get out in time, the result of which was that he was knocked for a row of insulators and the turkey escaped. Fortunately he recovered or this story would have to stop right here and the world of literature would suffer a loss thereby which would be calamitous.

However, the incident had its advantages. It made Ben acquainted with the delights of death by electrocution and he promptly advocated it to be used on criminals as a safe, sane, sanitary and much less messy method than the chop-knife. The experiment also caused him to invent the lightning rod.

While these things were going on the French and

the English and the Indians and other foreigners in the country began to get nasty over boundary lines and open range with the result that before long a general fight started, and being a free-for-all affair Ben Franklin decided to attend. He helped raise a colonial army to assist the British and when General Braddock came over with a firm resolve to clean up the place Ben was one of those who advised him to go easy and not let the Indians catch him out alone.



When General Ben dolled up in his regimentals he made quite a stir in the old home town

Braddock, however, refused to listen to such bally rot and said that when the redskins got a slant at the red coats of his troops they would be dazzled to dizziness and could then be killed at leisure. This, in its way, was sound reasoning, but the Indians, with all the crafty cunning of their race, wore smoked goggles to the war and so, one day about a quarter past eleven, they ambushed Braddock and rendered him and his whole bloomin' army totally unfit for further use.

The general himself, while in the act of dying, with his system full of hard and painful flint arrows, admitted finally that he was wrong and if he had it to do over he would act differently.

Then the Indians began getting flippant in Pennsylvania and as Ben had done everything but command an army, he decided to take a shot at that. He raised a force of five hundred men and got the job as general over them, but the first time he left them for a day they all went skating on the Lehigh River and Ben was out of a job. The Indians promptly swooped down and chased the merry skaters into the woods where they neither could skate nor run, nor could they get a chance to take the skates off, so most of them were killed.

Things kept going from bad to worse thereafter and the mother country began getting fresh with her offspring, so in 1757 Ben was sent to England to see what could be done about it. He presented his arguments to Parliament and Parliament listened respectfully and turned the matter over to the committee on reform which pigeon-holed the whole thing for future reference.

While waiting around Ben visited Scotland, Belgium and Holland and added several new university

degrees to his collection of such things. He stayed in England several years, during which King George II gave up the struggle and joined his forefathers. The funeral was quite prepossessing and the floral tributes lovely. George III then took over the job, and being a sort of half-wit, proceeded to mess things up generally.

*A family argument gets exciting*

Ben became so tired of hearing George bellyaching around the palace that he packed up and went home, but the colonists were not satisfied and sent him right back to ask for a new Governor of Pennsylvania, the old one being worn or something. While in England this time Ben took a wallop at the proposed stamp act, but couldn't stop it, so taxation without representation came into being as a law in 1765 and right away the British began accumulating trouble in large and cumbersome bunches.

Shortly after this Ben got an invitation to visit the House of Commons and partake of the delights of the third degree, the M. P.s thinking they could ball him up and make him look so foolish he would lose his standing in the community. During the session Ben answered 174 questions regarding the colonies and never made one mistake. There was no one present who knew anything about it anyway so there was no way of knowing whether he was lying or not. This fact, combined with the extreme dignity and head-waiter superciliousness which Ben assumed on the occasion, knocked the M. P.s for a row of revenue tickets and they felt so cheap about it all that they repealed the stamp act.

Later, however, they recovered their equilibrium and tried to make up for the lapse by slapping a special duty on glass, paint, paper and tea. They then sent several cargoes of tea to Boston to see what the bloomin' provincials would do. The Bostonians promptly boarded the ships and dumped the tea into the bay much to the surprise of the local codfish, all of which made Ben's position in England somewhat unpleasant.

It got so that nearly every day someone would sneeringly refer to his rowdy relatives and his rough neck townsmen until finally Ben decided that home was the best place for him. Having so decided he lost no time in sailing and when he arrived he found a first class war going on which he knew absolutely nothing about.

However, he looked it over and it seemed to be a good war, so he decided to get in on it. He was placed in charge of supplies, but there being very few supplies this work did not take long. In fact, most of the food furnished the Continental Army was food for thought and the soldiers were clothed largely in gloom and wrapped in meditation. It was a poor substitute for meat and woollens, but it was cheap and there was plenty of it, so most of Ben's time was put to planning defenses. He also was made postmaster general and elected to Congress. He helped design the first American flag and assisted in writing the Declaration of Independence.

The war did not proceed very satisfactorily for the colonists, however, so Ben being popular in

France, went over there to get some military assistance, promising the French that we would return the favor some day. "It may be a long while," he told the French. "We may not get around to it for a couple of hundred years or so, but some day, when some of your neighbors get too tough and you are in great need of assistance, we will come, Lafayette; we will come." He was seventy-four years old when he took this job, but he put it over so well that it helped very greatly to put the United States of America on the Rand-McNally posters.

In fact, it has been generally acknowledged that Franklin did as much in Europe to win the argument as Washington did on the field. Ben was in France nine years at this time and he cut a high and wide swath in the country. He put the French-American Alliance across, was made official Government representative and was presented at court with all the frills and flourishes.

The French declared openly that Ben was quite the Wally Reid of his day and although he spoke French with a Kansas accent, they liked him just the same. They crowned him with flowers and things; they made dozens of paintings of him, molded statues of him; named scores of articles after him; wrote poems about him and carried on generally in a way to make him feel he was among friends and could go the limit. They even went so far as to pattern their styles after the clothes he wore, but they got even for that by dictating the styles to America ever since.

Then in 1783 along came the news that George III had quit and America was free forever. Of course, as it has turned out lately, this statement was somewhat overdrawn, but it was great news at the time. Shortly after this Ben decided he was growing a bit old for Paris life and had better go back to Philadelphia where things were the ultimate of quiet. He returned home in 1785 and for once at least the whole town woke up and gave him one of the whoopingest receptions ever recorded in history.

*The sun sets*

Ben was at this time eighty years old and as may have been gathered from the foregoing, had led somewhat of an active life, but after all this he still managed to serve three years as president of Pennsylvania and stayed on the job when he was so ill he had to be carried to his office.

During his last years he added several chapters to his Autobiography, begun in 1771, and this work remains as one of the widest read volumes ever written. Among other things he helped write the Constitution and signed the Declaration of Independence.

As an example of greatness from almost total obscurity Benjamin Franklin stands as one of the brightest lights in history. He was a great teacher of industry and thrift whose teachings will survive forever. He was an inventor, a philosopher, a diplomat, a poet, a humorist, a composer, an author—and first and always—he was a printer.

His body now rests in Philadelphia under a simple stone, which gives the bare facts of his life and the date of his death which occurred April 17, 1790.

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*New York, January 20, 1923*

**FRANKLIN**

This number of THE AMERICAN PRINTER, which we have called the Franklin Bi-Centennial Number, is offered as the contribution of the printing trade of America, Canada and England to the memory of the greatest personage in printing history. We call it the Franklin Bi-Centennial Number because, as is stated elsewhere in the number and has previously been stated, it marks the official entry of Benjamin Franklin into the printing and publishing business. Although the youthful Benjamin became connected with the printing business actually in 1718, when at the age of twelve he was apprenticed to his older brother James, the fact is that his connection did not appear in any way in print until the year 1723, when his name was used by his brother as publisher of his brother's newspaper, the *New England Courant*.

There are those who make great claims for Benjamin Franklin—that he was the greatest man America ever produced, that he was the greatest man of the eighteenth century in any country, that he was the most intellectual man of his time, etc. Such statements give rise to controversy because all do not

agree with them. There seems to be one common ground, however, on which all can meet in estimate of Franklin and that is that he was the most versatile man who ever lived. His achievements in diplomacy, in statesmanship, in science, in invention, in philosophy, to mention only a few of his activities, were sufficient to give him a permanent place in the Hall of Fame.

He holds first place in the hearts of those who read these lines, however, because he was a printer. We allude to him lovingly as the "patron saint" of American printerdom.

Evidently in his own estimation he was first as a master printer. The famous epitaph, which he composed when he was twenty-two years of age, began, "Here lies the body of Benjamin Franklin, Printer" and his will, written in the closing days of his life, began, "I, Benjamin Franklin of Philadelphia, Printer, late Minister Plenipotentiary from the United States of America to the Court of France," etc.

He was the best printer of his time in the Colonies. His printing excels that of his contemporaries. He conducted his business affairs so well that in twenty years he was able to accumulate enough to enable him to retire from business with a competence, something which no other printers before his time and few since have been able to do.

Franklin was not only a printer, but he was a bookseller, publisher, author, editor, cartoonist, engraver, printing ink maker, typemaker, and he improved the printing press.

He published laws, histories, classical literature, a weekly newspaper in English, one in German, a monthly magazine and, of course (what everybody knows), the famous "Poor Richard's Almanack." Although as an author he wrote no books such as writers of the present day write for publication, his famous Autobiography, which it was not his intention to publish and which he did not finish, has had a wider reading and has been issued in more different languages than the work of any other American writer.

Franklin was a student of languages and of the use of words. He improved his own literary style by familiarizing himself with selections from the works of the best authors, which he afterwards set down in his own language for the purpose of comparison so as to learn his faults of literary expression and thereby to correct them. He wrote essays on the use of words and he invented an improved alphabet which he was accustomed to use in correspondence with intimate friends.

That our American sense of proprietorship in this great follower of the art preservative is shared by our Canadian and English fellow printers is attested by their willing cooperation in making this testimonial to Franklin such a success. No American has ever been more thoroughly cosmopolitan than was Benjamin Franklin.

In the preparation of this Franklin Bi-Centennial Number, the editors are indebted for assistance, among others, to William S. Mason, Frank Weitenkamp, Robert Fridenberg, George Simpson Eddy and J. Henry Smythe, Jr.

# PRINTING-TRADE NEWS

*Activities of printing and related industries reported by  
The American Printer's staff of correspondents*

JANUARY 20 1923

EARL H. EMMONS, News Editor

## BIG FRANKLIN CELEBRATION

Many Organizations Join in Exercises at Statue in Park Row

In connection with the bi-centennial celebration of Franklin's entry into the printing industry, the celebration of his birthday January 17 in New York was the greatest affair of its kind which ever has been held. The services took place at the Franklin statue in Park Row, starting at 9 o'clock in the morning and continuing throughout the day. Major-General Hugh L. Scott and Professor William B. Scott of Princeton, both direct descendants of Franklin, were present at the celebration, Professor Scott being president of the American Philosophical Society, one of the organizations founded by his illustrious ancestor.

The exercises were under the auspices of the New York chapter of the Daughters of the Revolution and the speeches delivered were broadcast over the country by radio. Representatives also were present from the army, navy and other Government departments, and nearly a hundred wreaths were placed at the statue during the day by individuals and organizations interested in Franklin's life and work.

An immense electric-lighted kite was erected on a nearby roof, the string of which was carried to the hand of the statue with a key attached. The feature of the occasion was crowning the statue with laurel wreaths commemorating the notable event when Franklin was similarly crowned at the French court in Paris in 1778.

The episode concerning the loaves of bread which formed Franklin's first meal in Philadelphia was portrayed by a Boy Scout, while a Girl Scout impersonated Deborah Read. The speeches concerned Franklin's life and activities and the great influence he has been to the world, and several movements were started to further honor him by the establishment of annual celebrations throughout the country on his birthday.

Other activities which were proposed included the preservation of one of Franklin's homes, a reproduction in bronze of his famous epitaph in his own handwriting, to be placed on or near his grave in Philadelphia, library exhibitions of Franklin's work and books concerning him, several memorials in different places and other similar activities.

Besides representatives from the army, navy and the philosophical society, other organizations which took part in the exercises included the Daughters of the American Revolution, Boy Scouts and Campfire Girls, the Associated Advertising Clubs of the World, Federation of French Alliances, American Federation of Labor, Yale University, Harvard Club of New York, College of William and Mary, University of Pennsylvania, American Library Association, National Editorial Association, National Publish-

ers Association, American Booksellers' Association, American Association of Advertising Agencies, New York Employing Printers' Association, United Typothetae of America, New York Club of Printing House Craftsmen, Amateur Athletic Union, Veterans of Foreign Wars, Red Cross, Second Federal Reserve District, New York Post Office, Pennsylvania Hospital, Music Indus-



*Inscription on the church of Ecton, England, the home of the early Franklins. Birth date is incorrect.*

tries Chamber of Commerce, National Daylight Saving Association, Chamber of Commerce of the United States, Chamber of Commerce of New York, American Optometric Association, British Consulate, Descendants of the Signers of the Declaration of Independence, Sphinx Club, National Security League, Sulgrave Institution, Girl Scouts, Grand Army of the Republic, Merchants' Association, Franklin Society, Pennsylvania Society, University of Pennsylvania Club, Sons of the Revolution, Sons of the American Revolution, New York Historical Society, Young Men's Christian Association, and the Knickerbocker, Manhattan, Mary Murray, Mary Washington Colonial and the New York City Chapter of the D. A. R., the National Association of Book Publishers and the New York Electrical Age. All of these organizations took prominent part in the exercises and laid wreaths at the statue, besides which there were some other individuals and associations which were represented by other activities.

Another feature of interest was the special decorations along Fifth Avenue which were put on display at the beginning of Thrift Week and are to remain seven days. J. Henry Smythe, Jr., was master of ceremonies at the celebration.

## POOR RICHARDS CELEBRATE

Birthday Party This Year Takes Form of Unique Excursion

The Poor Richard Club of Philadelphia observed the bi-centennial anniversary of Franklin's entry into the printing industry at a great and novel celebration on his birthday at the Bellevue-Stratford Hotel.

The foyer and ballroom were transformed into a train shed, with a real train announcer crying "board!", a real locomotive, blowing off steam and clanging its bell, and a mad rush of "tourists," bags in hand, rushing the gates. The scene at the entrance to the ballroom at 6.58 p. m. had all the glamor and glory of the winter stampede to Florida.

The frolic was called "A Night in Florida, the Land of the Midnight Fun," to quote the "railroad folder" describing the attractions of the Southern resorts, their alluring bathing beauties, orange groves, cocoanut palms, sunshine and direct boat line to Cuba.

Once inside the "gates," the holders of "berths" found themselves transported in a twinkling to the shores of balmy Florida. Special scenery made the walls bring the ocean and the alligators right to Philadelphia.

Every "passenger" received from the "porter" as he left the train on the return trip after the night's "exertion" (again to quote the "folder"), a suitcase filled with from 75 to 80 separate gifts, valued at \$51. In addition to these souvenirs, a feature was the distribution of a dozen or more articles, such as a platinum watch, an elaborate floor lamp, a mahogany chime clock, a wardrobe trunk, and other pieces of merchandise ranging in value from \$50 to \$200 each.

\* \* \*

## Records Broken in Stamp Sales

The use of postage stamps in the United States in 1922 greatly exceeded all previous records, there being a gain representing a value of twenty million dollars. The total expenditures for stamps pro rated among the citizens of the country shows that each person contributed \$4.41 to the postal revenue of the nation. This has placed a great burden on the work of the bureau, and the prospects for the New Year at the bureau, indicate there will be considerable activity and increased productivity in the issuance of stamps.

\* \* \*

## Collier's Invited to Move

Mayor Veasey, City Councilmen A. L. Lyon and J. I. Burns, of Havre de Grace, Md., visited New York last month to interview the Collier Publishing Company in an effort to induce the publishing firm to locate in that thriving town. The committeemen were much pleased with the reception accorded them.



**Ex-Bureau Director Ralph Dead**

The sudden death of Joseph E. Ralph, former director of the Bureau of Engraving and Printing for a period of about twelve years, who collapsed in an elevator in a New York office building recently, was a great surprise to his many friends and co-workers at the bureau, and his son at Walter Reed Hospital, Capt. Edward Ralph. Mr. Ralph had been living in New York since his retirement from the bureau, having accepted a position in the office of the president of the United States Steel Corporation about three years ago.

While at the bureau, Mr. Ralph contributed in large measure to the efficiency and development of the model plant, and was probably the largest single factor in placing the bureau on its present high level of administration and welfare. Serving under three separate administrations Mr. Ralph as director of the bureau for more than a decade, put into operation many methods which expanded the activities and increased the importance of the work of the bureau.

Mr. Ralph was fifty-nine years old at the time of his death. He was a native of Illinois, where he learned the trade of expert mechanic in the steel mills of that State. He later familiarized himself with intaglio processes and every phase of engraving, becoming equally expert in these lines. When he first came to Washington, in 1897, he took charge of the dies, rolls and plates of the Bureau of Engraving and Printing and was later placed in entire charge of the Bureau, being made director in 1908.

\* \* \*

**Bill Proposed to Stop Strikes**

The trade is considerably interested in a bill which will be presented to the next session of the Indiana general assembly, which, in the belief of the framers, will prohibit strikes in all forms in Indiana. The bill is the first of its kind that ever has been presented to an Indiana legislature and even those most enthusiastic in its favor admit that such a measure will have a difficult time getting enacted into a law.

The proposed bill is entitled "An act to protect a person in his right to work for the support of himself or family, and providing penalties for violation thereof." It is to be known as a "right to work" bill, but its general effect, those behind the movement assert, will be to forestall the organization or calling of industrial walkouts.

The measure would make it unlawful "for any person or persons acting jointly or singly with another or others, by means of any kind of force, threats, coercion, intimidation or violence, to cause or induce or attempt to cause or induce any person engaged in a lawful occupation to quit such employment, or to refuse or decline to accept or begin a lawful employment."

Punishment for a violation of the act would be fixed at imprisonment of not less than sixty days nor more than two years, and, in addition a fine of not less than \$50 nor more than \$1,000 might be imposed. The effect of the bill, its sponsors assert, would be to prevent organizers from calling a walkout, or, in event work is stopped, it would prevent any interference with persons who might accept the employment abandoned. The significant part of the penalty clause is that confinement is mandatory with the court in case of conviction.

**GREAT THRIFT WEEK**

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**Movement Honoring Franklin Is the Biggest Ever Held**

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Owing to the great activities and publicity incident to the bi-centennial celebration of Franklin's entry into the printing industry, the National Thrift Week this year was given the greatest impetus since its organization. As usual the activities began on Franklin's birthday, January 17, this day being National Thrift Day. The next day was Budget Day, the next Life Insurance Day, the fourth Own Your Home Day, while the thoughts for the succeeding days were Share with Others, Pay Bills Promptly and Make a Will.

The National Thrift Committee had many new features among the activities this year including an eight-page illustrated folder entitled the "What and How of National Thrift Week," a calendar poster, National Thrift Week Postcard and other publicity features. The new poster is a three-color lithograph and was produced in both paper and cardboard.

Reports from the committee state that Thrift Clubs have been formed all over the country, new ones being reported continuously through the efforts of the National Thrift Committee of the International Y. M. C. A. Even as far away as China, a Y. M. C. A. branch planned a Thrift Week celebration. A Thrift Week seal was another new feature which was used most successfully. Nearly all the large and important organizations in every line of endeavor have become interested in the Thrift Week Campaigns and are helping make them successful.

\* \* \*

**No Illegality in Cost Methods**

Trade associations or groups interested in cost accounting may meet solely for the purpose of the study of costs, the detection of errors and the improvements of their methods without contravention of law, in the opinion of Commissioner Nelson B. Gaskill, of the Federal Trade Commission. Mr. Gaskill further believes that it is perfectly legal to make reports of such conferences available to absent members, Government agencies and other interested parties.

This opinion was expressed unofficially by Mr. Gaskill in response to an inquiry from E. W. McCullough, manager of the Fabricated Production Department of the Chamber of Commerce of the United States.

"I have previously expressed my firm belief," writes Commissioner Gaskill, "that cost accounting is a legitimate trade association activity, and subsequent consideration has merely strengthened this conviction. Collective analytical study of the results of cost accounting furnishes an invaluable supplement to the individual cost accounting work. Comparison of results, analysis of results and the study and discussion of these results lead to the improvement of methods and the increase of efficiency. To prohibit collective study of costs for the purpose of their analysis, the detection of errors, and the improvement of methods, is to shackle educative progress.

"Of course the legal situation is confused by reason of the decisions in the Hardwood Lumber case and the Linseed Oil case, and it will be some time probably before this confusion will be cleared by any additional authoritative decisions.

Trade associations must therefore determine as accurately as they can the legitimate field of proper endeavor and having so taken counsel, should, without hesitation, resting upon their legal advice and the clear consciousness of the propriety of their efforts, proceed without fear, willingly inviting the test of the courts' consideration of their conduct.

"I cannot find any reason for believing that the activities are per se illegal. They may become so of course, if coupled with the use of other practices directed toward an unlawful end. But it is to be observed that a course of conduct lawful in itself does not become unlawful merely because it may be used to accomplish an unlawful object. A course of conduct lawful in itself is judged by its result or by the intent with which it is used. Prior to the appearance of an unlawful result the unlawful intent must be so clearly manifested that the unlawful result is forecast as a natural and proximate consequence before the conduct can be condemned. A lawful course of conduct therefore may not be condemned by presumption of an unlawful intent when an unlawful result must first be presumed in order to deduce from it the unlawful quality of the intent which guides conduct.

"A trade association activity conducted strictly in accordance with the terms of your questions seems to me to stand clearly revealed as a legitimate activity directed to a lawful result. My answer to both your questions would therefore be in the affirmative."

Uniform cost accounting methods have been adopted by approximately 120 commodity lines, according to a survey just completed by the Fabricated Production Department of the Chamber of Commerce of the United States.

According to the survey, forty lines have gone the whole distance in the adoption of uniform cost systems and in securing general use of them in their industries; approximately, the same number have adopted complete uniform methods, and are now facing the important problem of installing such systems, while the remainder have only worked out plans for simplification of accounts.

\* \* \*

**New Process May Displace Typesetters**

One of the most interesting developments in the printing industry of recent years is the work now being done on the photo typesetting process by John Robertson of London. If the process is perfected, it will mean that typesetting machines now in use may be displaced by this new invention.

A general outline of the plan as worked out by Mr. Robertson consists of a typesetting machine in which the metal pot and its attendant attachments are replaced by a camera, and the matrices instead of having the usual casting indentations, bear in the same position a character suitable for photographic reproduction. This reproduction is obtained by reflection, and the general shape of the matrices are similar to those used by typesetting machines now but are a good deal larger than the faces in general use.

The camera is adjustable for magnification or reduction which makes the machine suitable either for display work or straight matter. Sixteen different sizes of type are provided for, ranging from 6 to 48 point. The patent papers for the invention have recently been granted to Mr. Robertson.

### All Washington Honors Franklin

Commemorating Franklin's birthday, a thrift week was inaugurated in Washington; a new postage stamp was printed and issued on the 17th, and the local Typothetæ had a celebration at the City Club on this occasion. The versatility of the general programs provided for honoring our illustrious printer were most appropriate for the most versatile of great Americans.

The celebration of the Typothetæ on the 17th was known as Ben Franklin Night as well as "Past Presidents' Night," the organization stating that "we could choose no more fitting time to pay tribute to those who wrought in other days and laid the foundation for the splendid organization which we now have, than the birthday of Ben Franklin."

The rector of Epiphany Church, Dr. James E. Freeman, was the speaker of the evening, and had a message to the printing fraternity that was applicable to their everyday life and business.

The Bureau of Engraving and Printing printed from a new plate containing a new portrait of Franklin, a new green one-cent stamp, and this was issued on the occasion of his birthday.

Thrift is being taught through the week commencing on his birthday. The teachings of Poor Richard, the humble philosophy of the runaway apprentice, was broadcasted and emphasized upon the people of the city by banks, governmental organizations, business houses and moving picture theaters. Thrift messages akin to the preachings of the young printer are flashed upon the screens, while Chautauquan and silver-tongued orators are hurling his philosophy from the soap box in the various stores of the city.

Cooperating in the movement to bring thrift to a spendthrift nation, in the Post Office Department, which will not forget the maxims of the first Postmaster General who laid the foundation for its future welfare.

\* \* \*

### Lithographers Adopt Trade Customs

The following Lithographing Trade Customs adopted by the Ontario Division of the Canadian Lithographers Association of Toronto will be of interest to the lithographing and printing trades generally:

All quotations made for immediate acceptance and subject to change without notice. All orders accepted contingent upon strikes, accidents and unusual market conditions or other causes beyond our control.

Quotations are made only upon original specifications. Any deviation will carry an implied understanding for revision in quotation.

Orders will not be considered accepted until approved by our head office.

All estimates and orders accepted are based on continuous and uninterrupted delivery of complete order, unless specifications distinctly state otherwise.

Orders regularly entered cannot be cancelled except upon terms that will compensate us against loss.

Experimental work performed at customer's request or order, such as sketches, composition, presswork, plates, drawings and materials, will be charged for.

Sketches and dummies submitted shall remain our property, and no use of same shall be made, nor any idea obtained therefrom be used, excepting upon compensation to the originator and to be determined by him.

All drawings, engravings, electrotypes,

steel dies and plates made or bought by us, used in the production of a complete job, remain our exclusive property and do not become the property of the customer, unless so distinctly specified in the original contract.

All proofs are to be returned after reading by the customer marked "O. K."



*Archibald Binny, of Binny & Ronaldson, typefounders, secured Franklin's old foundry equipment and started business which now is the American Type Founders Company*

Corrections, if any, to be made thereon and to be marked "O. K. with corrections," and signed by name of person duly authorized to pass on same. No responsibility for errors is assumed if work is completed as per customer's "O. K." If revised proof is desired, request must be made when first proof is returned.

If through customer's error, or change of mind, work has to be done a second or more times, such extra work will carry an additional charge for the work performed.

Property which is not owned by us, and is in our custody, is not covered by insurance, nor is any risk assumed in the event of loss or damage by fire, water, burglary, theft, or any accident beyond our reasonable control.

\* \* \*

### Open Shop Branch in New Home

Albert W. Finlay, chairman of the Open Shop Printers of America, the new name chosen for the Open Shop Division of the United Typothetæ of America, has established new headquarters at 157 Federal Street, Boston, the home of the Boston Typothetæ, and has already put in some intensive work spreading the propaganda of the open shop.

Since the Cleveland convention, when Mr. Finlay succeeded Julius S. Weyl as chairman, several conferences have been held with different groups in an effort to iron out differences of opinion in the matter of policy, particularly regarding



### *Special presentation copies of* THE AMERICAN PRINTER

President Harding will be presented with an especially designed and bound copy of this Franklin Bi-Centennial Number of THE AMERICAN PRINTER. O. W. Jaquish has volunteered to design the book and the binding will be contributed by the Baylis Bindery, New York.

The Grolier Club is also to receive a gift copy for its splendid library. William A. Kittredge will design it and the binding will be contributed by R. R. Donnelley & Sons Company, Chicago.

labor. Today there is nothing on the horizon to stop the march of the open shop movement in the printing industry, except to fill a few vacancies in the Board of Governors. The Open Shop Printers of America are functioning with renewed vigor and applications for membership are coming in from all parts of the country.

George A. Hill, of Boston, has been selected as executive secretary in place of Mr. Clarke, who resigned, and will devote all his time to organization work. Mr. Hill is a former newspaperman, knows printers and the printing industry, and until recently has been executive secretary of the Massachusetts Real Estate Exchange.

\* \* \*

### Big Christmas Party

A most delightful party for children was held during Christmas week by the printers at the plant of the Government Printing Office, when about one thousand youngsters were visited by the Santa Claus of the occasion, gladdened by the music of the G. P. O. band, a vaudeville show and a Punch and Judy skit. Following the long program, which included dancing and singing, the children were led to a tall Christmas tree and the gifts provided for them were presented by Santa Claus. Joining in the entertainment were apprentice boys of the plant who assisted the clown in his merrymaking on the stage, extracting considerable laughter from the audience. The G. P. O. Cafeteria Association and welfare committee, of which Major Metz is president, had planned this celebration which added so much to the Christmas joy of the children.

\* \* \*

### New Franklin Society Organized

A new organization to study the life and works and honor the memory of Benjamin Franklin was organized during the latter part of 1922 by a group of printers, publishers, advertisers and others interested in him. The organization was formed in the rooms of the Ohio Society and was presided over by John Clyde Oswald of THE AMERICAN PRINTER.

The organizations interested included representatives from the Daughters of the American Revolution, the Poor Richard's Club, The National Thrift Committee, the Advertising Club, National Publishers Association, the Post Office, New York Employing Printers Association, American Newspaper Publishers Association, Business Papers Editorial Conference, the Kiwanis Club, International Y. M. C. A., the Musical Industries and the Associated Advertising Clubs of the World.

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### Working Toward Standardization

Among the important activities under way at this time for the advancement of the printing industry is the standardization program which is being promoted. The first move along this line was when the United Typothetæ, in cooperation with the National Purchasing Agents Association, decided on the best page size for catalogs or booklets. The 7 $\frac{3}{4}$  x 10 $\frac{3}{8}$  in. page was chosen as the best and the next step concerned the size of cover paper. The two new sizes adopted are 20 x 26 and 23 x 33 in., and takes the place of more than twenty different sizes of stock. Following this action, a committee from the United Typothetæ of America was appointed for the purpose of working toward the standardization of machinery.

Similar resolutions were passed by the Purchasing Agents Association, the Direct Mail Advertising Association, the Association of National Advertisers and other similar organizations, with the result that the Bureau of Standards requested the United Typothetae to consider the advisability of cooperating in a program of paper and printing machinery standardization through the Bureau. A committee known as the Paper Size Simplification Committee was appointed and held its first meeting in March, 1922. After several months of research work, the committee submitted a report which recommended four sizes of book papers and three of bond. This report was approved in September by the Bureau of Standards.

As soon as the Bureau of Standards officially accepts these recommendations and the users of paper have an opportunity to check them up, the Typothetae and the Bureau will ask for the cooperation of the machinery manufacturers in the standardizing of printing machinery. While collecting information regarding this work the committee found that there are in use today more than 200 sizes and styles of printing presses, together with about 600 sizes and varieties of folding machines. When the standardization program is put through it is expected to do a great work in eliminating waste in the industry.

\* \* \*

#### Big Franklin Celebration in Cincinnati

On January 17, the Franklin Typothetae of Cincinnati held its annual banquet and Franklin celebration in the ball room of the Hotel Gibson, and it surpassed any gathering of printers yet held in the "Queen City," about 300 being in attendance.

R. W. Bohnett, of Bohnett & Company and president of the local branch, was chairman of the program committee, and had planned the following elaborate program:

Introduction of the principal speaker by John L. Shuff, the speaker being the Hon. James M. Cox, ex-governor of Ohio, whose subject was "Life and Times of Franklin."

The Cincinnati Lyric Quartet rendered some "old and new" songs, followed by Helen Machee Jones in "Songs of Long Ago." Miss Edith Spaul demonstrated the "Gipsy Dance," and Miss Florence DeBarr showed a contrast by an exhibition of a "Jazz Toe Dance," after which the quartet entertained between another course, with "Just a Little Love Song."

One of the features of the evening was George Alexander Mann, "Mayor of Mirthville."

Miss Edith Spaul then displayed some versatility by putting on a clown dance, followed by Miss DeBarr's version of an Oriental dance, closing with selections by the Lyric Quartet.

After the dinner and the program there was dancing guided by the famous dance director, Carl E. Wolf, and music by Esberger's noted orchestra.

The entertainment committee was composed of Wm. F. Kroner, chairman; Harry W. Amrine, Joseph Samuels and Walter J. Berg.

\* \* \*

#### Christmas Party to Children

On Friday evening, December 22, the employees of the Intertype Corporation, of Brooklyn, staged an old-fashioned Mother Goose playlet, all talent being

secured from among the employees themselves. It was a typical Christmas scene, with a Mother Goose who was represented as the head of a family of nursery characters, including Little Boy Blue, Jack and Jill, Little Jack Horner, Simple Simon and others.

At the close of the entertainment the players participated in the distribution of presents, every kiddie receiving gifts of toys, dolls, games, etc., appropriate to their respective ages.

\* \* \*

#### Franklin Residence to Be Preserved

The three-story brick house located at 111 Spring Street, Philadelphia, and which is said to be the first house in which Benjamin Franklin lived when he went to that city, is now being torn down to make way for the new Delaware River



Copyright Keystone View Co.  
One of the first houses where Franklin lived in Philadelphia

bridge. The material in the house is being carefully preserved and the building will be reconstructed piece by piece exactly as it stood. The new location will be at Fairmount Park where it will stand as a permanent memorial to Franklin.

\* \* \*

#### Propose Franklin Statue for Washington

The Sons of the Revolution in the State of New York met recently to discuss ways and means for honoring Benjamin Franklin's memory at the capitol of the nation. Following consideration and discussion of the subject the following resolution was passed by the organization and sent to Washington:

"Whereas, at our country's capitol this grateful nation has already honored George Washington and Abraham Lincoln with appropriate memorials;

"Resolved, by the Sons of the Revolution in the State of New York, assembled at Fraunce's Tavern in Annual Meeting: This Society petitions the Government of the United States to plan to dedicate in Washington a memorial to Benjamin Franklin, commensurate with his patriotic, scientific and literary achievements;

"Resolved further: The Government, patriotic and similar societies, Pennsylvania, New Jersey, New York and the New England States, are urged in 1923 to commemorate the two hundredth anniversary of the beginning of Franklin's career as a newspaper publisher; also the bicentenary of his immortal pilgrimage from Boston to Philadelphia. The birthday of 'Poor Richard,' January 17, likewise merits annual attention, though no public holiday is desirable."

\* \* \*

#### Bulletin Honors Franklin

The anniversary of Benjamin Franklin's birthday was celebrated by the *Postal Bulletin*, which is using regularly a caption from "Poor Richard's Almanac," and the sayings of the illustrious printer. It is particularly appropriate that this bulletin should honor his memory in recognition of his service as the first Postmaster General before we were a republic. The signal service which he rendered in this post, while this country consisted of a handful of British colonies, is perhaps overlooked by so many greater honors, but it may be recalled that in this position he succeeded in raising for Great Britain three times the revenue of the post office of Ireland, when the postmastership had produced nothing before.

\* \* \*

#### Hays Reports on Earnings

Fairly accurate estimates of the prosperity prevalent in the United States may be based on the amount of activity in the printing trades. Figures given out by J. W. Hays, secretary-treasurer of the International Typographical Union, show an unusual gain in earnings by members over last year and also progressive gains from month to month this season. In September, earnings of members totaled \$9,744,281; in October, \$10,060,904; and in November, \$10,454,911. Since May 1, 1921, the Typographical Union has collected for expenditure in the movement for the 44-hour week, \$12,493,204.53, and in the same period has expended \$12,247,913.15. This effort deals entirely with commercial printing establishments and has nothing to do with printers employed on newspapers.

\* \* \*

#### St. Louis Picked for Convention

The executive committee of the Direct Mail Advertising Association held a meeting in Washington, D. C., January 8 for the purpose of selecting the convention city for this year. All but one member of the board was present at this meeting and after a vigorous discussion, in which the invitations from many cities were considered, St. Louis was chosen as the next convention city. The session will be from October 24 to 26 and the Ben Franklin Club of St. Louis has offered to guarantee the financial success of the meeting. No further plans regarding the 1923 convention were made at this time but the details will be announced as they are worked out by the program committee.

### Reception to Bureau Employees

A brief reception to the six thousand employees was held in the office of the director of the Bureau of Engraving and Printing, Louis A. Hill, preceding the New Year. Wishing each and every employee who crossed his threshold a "Happy New Year," the director personally greeted his staff of six thousand. Following this reception, the huge plant which had been intensely productive with considerable extra labor immediately preceding and after the Christmas holidays, was closed for the year, opening again the day following the New Year, to renew the large supplies of stamps which had been greatly diminished recently.

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### Binders' Committee in Session

A meeting of the executive committee of the Employing Bookbinders of America was held in Chicago January 19 and 20. The meeting was at the Blackstone Hotel, and was one of the most important meetings this association has had. The subject of cost finding was thoroughly gone into.

The general plans and policies for the coming year were mapped out, and many excellent ideas and suggestions for the advancement of the Association were offered.

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### Advertising Commission Meets

The National Advertising Commission of the Associated Advertising Clubs of the World met in Washington, January 9 and 10. One of the most important business matters of the meeting was making plans for the great advertising show which is to be held in New York. From all indications it will be the greatest and most impressive demonstration of the kind ever held in this country.

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### Bill to Reduce Second Class Postage Rates Is Tabled

At a meeting of the committee on the Post Office and Post Roads of the House of Representatives, held Dec. 12, the Kelly Bill, which had been so vigorously pushed by the Postal Committee of the

National Publishers Association, together with the united effort of the American Publishers Conference, was brought to a vote by its author, Congressman Clyde Kelly. After a most determined fight it was voted by this committee to await the report of the joint commission on Postal Service and the bill was laid on the table.

\* \* \*

### Franklin Inserts on Display

The collection of inserts which are a feature of this Franklin Bi-Centennial Number of THE AMERICAN PRINTER, were shown at the meeting of the New York Club of Printing House Craftsmen held at the Aldine Club the evening of January 18. Other exhibits of this collection are now on display at the Art Center, 65 East Fifty-sixth Street, New York, and at the Public Library of Newark, N. J. The two latter exhibits will be on view during January and February.

The collection will be shown at the Franklin Inn Club in Philadelphia, February 19, on the occasion of the twenty-fifth anniversary of that club and the New York Public Library has requested a set for possible exhibition purposes. A request has been received also for a set to be sent to the British Museum and the collection will be displayed in many other places during the year.

\*

James L. Wilmeth, former director of the Bureau of Engraving and Printing, has consented to act as chairman of the Board of Arbitration, in the negotiation of a wage scale with the Washington Press Feeders and Assistants Union No. 42, it has been announced by Chairman Wheeler of the Closed Shop Division.

\*

A silver dinner set was recently presented to Hon. Fred N. Zihlman, congressman from Maryland, who raised a point of order against the bill legislating over 200 printers from their positions at the Bureau of Engraving and Printing. His efforts to defeat this bill, though to no avail, were rewarded by the plate printers, who gave him this present. A number of officials of the Plate Printers' Union made up the delegation.

## The Craftsmen

### New Yorkers Hold Franklin Night

The New York Club of Printing House Craftsmen held its Ben Franklin night the evening of January 18 at the Aldine Club. The meeting was a special affair in observance of the two hundredth anniversary of Franklin's entry into the printing business, and the speaker was John Clyde Oswald of THE AMERICAN PRINTER. About four hundred members and guests of the organization attended this excellent meeting, which began with a dinner, followed by Mr. Oswald's talk on the life of Benjamin Franklin, and brief talks were made also by several members of the organization. A feature of the evening was the exhibition of the eighty specially prepared inserts which are a part of this issue of THE AMERICAN PRINTER. This advance showing of the inserts was made on screens which ran around the walls of the big room, and considerable time was devoted to the inspection and study of the collection by those present.

\* \* \*

### Ladies Entertained in Newark

The Club of Printing House Craftsmen of Newark and vicinity will hold its annual Ladies' Night dinner and dance at Achtel-Stettens in Newark, the evening of February 3. Special vaudeville entertainment has been secured for this affair and there will be souvenirs and other features besides the dinner and dance. In the past this has been one of the most enjoyable social affairs of the season in the trade and great plans are being formed to make this year's party fully as good or better than those of the past. The dress will be informal, tickets are to cost \$3.50 per person and reservations must be secured in advance from Mark A. Mullee, 221 Maple Avenue, Irvington, N. J.

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### New York Club to Hold Election

The annual business meeting and election of officers of the New York Club of Printing House Craftsmen will take place at the Aldine Club the evening of February 15. This is to be a strictly business meeting and is for members only. Besides the election of officers there are many other vital questions to come up for consideration at this time, and there are several important official and committee reports to be read. At the March meeting of the club arrangements have been made for six ten-minute speakers, one to be from each branch of the craft. Earl Burrows will be the speaker of the evening on general subjects and will talk on "Printing Standards," the other speakers to take special subjects and discuss them from their own particular viewpoint.

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### Chicago Craftsmen Have Paper

The *Chicago Craftsman* is the name of the new paper issued by the Chicago Club of Printing House Craftsmen. The new paper is creating an interest among the members, according to E. C. Dittman, editor. It is planned to enlarge the paper just as soon as possible.

\* \* \*

### Toronto Club Holds Election

The members of the Toronto Club of Printing House Craftsmen had a rare



From a drawing by A. Branscom typifying Ecton, England, the ancestral home of Franklin

frolie at the Board of Trade rooms the evening of December 27 when they gathered for the annual election of officers and other business. The major portion of the evening was given over to a royal social time, the program including an excellent dinner, music, distribution of prizes and gifts and stunts of all kinds. A true Christmas spirit prevailed and the club looks forward to an active season's work under the following officers who were elected at the meeting. President, Alexander Murray, Southam Press; vice-president, J. W. Addison, *The Star*; secretary, Warren Bell, Strathmore Press; treasurer, J. Hamilton, MacLean Publishing Company; board of governors, G. C. Lumbers, *Business Systems*; A. Relf, Southam Press; T. Saunders, Southam Press; T. Palmer, Acton Publishing Company, and O. J. Hutchinson, MacLean Publishing Company. The officers will be installed the evening of January 31.

\* \* \*

#### Ladies' Night Planned by Craftsmen

What in all probability will be one of the biggest trade affairs of the season will take place the evening of February 13, when the New York Club of Printing House Craftsmen will hold its dinner-dance and ladies' night at the Pennsylvania Hotel. The affair will take the form of a St. Valentine's party, and there will be distributed many souvenirs and favors together with prizes for the dancing. The dinner will start at 7 p. m. and reservations will not be accepted after February 6.

Claude Earley of the *Pictorial Review* is chairman of the dinner committee, and announces that no tickets will be sold at the door and reservations must be made at least a week before the evening of the dance. The hall will be specially decorated for the occasion. Tickets are \$5 each and dress will be either formal or informal.

\* \* \*

#### Ryan Wins International Office

Edward J. Ryan, who recently was re-elected president of the Club of Printing House Craftsmen of Newark and vicinity, has been further honored by being appointed international district representative of District No. 1. The appointment was received in a telegram from John J. Deviny, president of the International Association.

John J. Deviny, president of the International Clubs of Printing House Craftsmen, has announced that the national membership now consists of more than 3400 craftsmen. There is now a great booster campaign under way which in all probability will raise the membership of the Printing House Craftsmen's Clubs to 10,000 or 12,000 during the present year.

\* \* \*

#### Franklin Dinner in San Francisco

A celebration in honor of the birthday of Benjamin Franklin was held by the San Francisco Bay Cities Club of Printing House Craftsmen the evening of January 8. The affair took place at the Commercial Club rooms in the Merchants Exchange Building, and besides the dinner there was speaking and several appropriate features especially provided for the occasion.

\* \* \*

#### New York Craftsmen Lay a Wreath

Among the organizations taking a prominent part in the exercises held at

the Franklin statue January 17 was the New York Club of Printing House Craftsmen. The Craftsmen had appointed a special committee consisting of President William A. Renkel, Vice-President Charles Heale, Dan Blake, chairman of of the entertainment committee; Secretary Laurence Purcell and Harry F. Benson, chairman of the publicity committee. This Franklin committee attended the exercises at the statue and President Renkel laid at the foot of the monument one of the finest and most appropriate floral decorations of the many which were placed during the day. Several other craftsmen attended unofficially.

\* \* \*

#### Craftsmen Make Annual Report

The report of the third annual convention of the International Association of Printing House Craftsmen has recently been issued by the organization. It is in book form consisting of more than one hundred pages, and contains a complete report of all activities of the convention, the exposition and other activities of that great week in Boston. There also is given a list of the local clubs, the speeches delivered at the convention and information concerning the International Association.

\* \* \*

#### Albany Craftsmen Honor Franklin

The Capital District Club of Printing House Craftsmen will hold a Ben Franklin celebration in observance of the bi-centennial anniversary of his entry into the printing business. The celebration will take place the evening of February 1, at which time the speaker of the evening will be John Clyde Oswald of THE AMERICAN PRINTER. Besides Mr. Oswald's lecture on the life of Franklin there will be several special features honoring the patron saint of the printing industry.

## London

### Several Prominent Britons Die

Death has been busy in the realm of paper and print and several well-known men have passed away during the past few days. Sydney Pawling, the head of the London house of William Heinemann, died in his sixty-first year; he was one of the best known men in the publishing world, and when he left the United States after a visit last year he was described as "an ambassador of understanding between England and America," and an eloquent tribute to his work was paid by Henry Morgenthau, formerly U. S. Ambassador to Turkey, at a dinner given to Mr. Pawling by fifty American authors.

Sir Edmund Robbins, a former head of the Press Association, has also passed away. He was closely associated with the great developments in the distribution of news achieved in this country during the past fifty years. Altogether he spent nearly sixty years in journalism, and was greatly instrumental in securing from the post office and other departments reforms and concessions to the benefit of the press as a whole.

The death has also taken place of Andrew D. Phelps, a well-known London master printer, and an earnest worker in the district branch of the London Master Printers' Association, to which he belonged. The death has occurred, too, of Alexander Cox Wilkie, managing director of the extensive printing house of Messrs. R. Robinson & Company, Ltd., of Newcastle-on-Tyne. The death is also announced of George Waterston, of the firm of George Waterston & Sons, Ltd., manufacturing stationers, Edinburgh. Mr. Waterston, who was in his eighty-fifth year, had been in failing health for some time.

**FRANKLIN PRINTING COMPANY**  
 Founded in 1728 by Benjamin Franklin  
 514-520 LUDLOW STREET, PHILADELPHIA

An effective calendar drawn by Edward Penfield, showing Franklin teaching his grandson the art of printing

The extensive premises of Messrs. Eyre & Spottiswoode, the well-known London printers, was the scene of a fire the other day. The brigade was early on the spot and succeeded in confining the flames to a small area.

The *Shrewsbury Chronicle* has celebrated the attainment of its 150th anniversary by publishing a special supplement containing a fac simile reproduction of its first issue, and many interesting historical notes of a local character.

Damage estimated at £20,000 has been done by a fire which destroyed the extensive ink works of Messrs. Farquarson Brothers, at Glasgow. Despite desperate efforts the firemen failed to master the flames and the works were practically destroyed.

Alexander Westwood, the proprietor of an extensive printing and publishing business, in Fifeshire, Scotland, dropped dead when entering his office. The deceased gentleman was highly respected in the district, and general regret is expressed at his sudden passing away.

Mr. Thomas Rignall, the ex-president of the Manchester Center of the Printers' Managers and Overseers Association, who is leaving Manchester for a post in Liverpool, has been the recipient of a presentation from the members of the Center. The testimonial took the form of a handsome gold hunting watch.

J. R. Riddell, the principal of the London School of Printing, has been presented with the silver medal of the Worshipful Company of Stationers. This is considered a high honor, the medal being given only in cases of outstanding merit and services, and previous to Mr. Riddell's receiving it only one medal had been given.

A bohemian concert was given at Stationers' Hall by the Association of Master Printers of the London Central District, and the function was a complete success, the audience filling the hall, and including many prominent London printers and representatives of other local associations. During the evening Mr. W. Howard Hazell gave an interesting address on the duty of members to support and strengthen the work of the association.

At the monthly meeting of the Printing, Bookbinding and Kindred Trades Overseers' Association, one of the members, Mr. Bateman, gave an interesting account of a visit he had paid to the German State Printing Office. He expressed a high opinion of German printing machinery and considered that it was in many ways superior to British. Mr. Bateman and his companions were well treated by the Germans and every facility was given them to inspect the working methods of the State Printing Office.

The trade of the printer in reprint work is seriously threatened by the new "Manul" process, by means of which any book already in print may be reproduced in fac simile without re-setting the type. The process is not a photographic one, but consists of a patented method of obtaining transfers from the existing pages which are then laid down in imposition schemes and printed by a lithographic or other process. Already many books have been reprinted by this method, which entirely eliminates type-setting in reprint work.

FRANK COLEBROOK.

## New York City

### New Yorkers Dine and Dance

Benjamin Franklin's birthday was fittingly celebrated by the New York Employing Printers Association at its great annual celebration the evening of January 15 at the Hotel Astor. Due to the great interest which has been aroused in Franklin by the publicity and activities given to the bi-centennial anniversary of his entrance into the printing



An unusual wood engraving from cover of *Students' Art Magazine*

industry, the birthday party was the biggest and most enjoyable the association ever has held.

The affair started with the usual dinner, following which the speaker of the evening, Henry Russell Miller, was introduced by President Ernest F. Eilert. Mr. Miller, who is an authority on Franklin, took as his subject "Ben Franklin and Printers' Ideals." It was a most interesting and worthwhile talk, and at its close a short, informal dance was held. A feature of the occasion was the beautiful and unusual souvenir menu program appropriately designed and dedicated to Franklin.

### Bookworkers Give Exhibit

One of the most interesting displays at the Art Center this season was the fourteenth annual exhibition of the Guild of Bookworkers held the week of January 9 to 13. The exhibit included paper, illuminations, bindings, tools and bookplates, together with a memorial exhibit of the work of Thomas James Cobden-Sanderson, founder of the Doves Bindery and Doves Printing Press, whose work has for many years been eagerly sought after by collectors. Mr. Cobden-Sanderson, who passed away several weeks ago in London, was one of the last survivors of that great band of Victorian craftsmen of whom William Morris was the head.

### Guild Pays Tribute to Franklin

The annual meeting of the Printers Supply Salesmen's Guild of New York was held the evening of January 11 at the Advertising Club, the chief business of the evening being election of officers. The records of the old officers for the past year have been so excellent and they gave such great satisfaction to the organization that the entire slate was re-elected.

Herbert C. Mackenzie, who has had

such a successful term as head of the association was reelected president, Daniel J. Casey, vice-president; Frank J. Ball, treasurer; Charles E. Bance, financial secretary, and Charles R. Beers recording secretary.

The speaker of the evening was J. A. Hall, who has recently assumed the directorship of the New York Employing Printers Association. Mr. Hall delivered an interesting and instructive address in which he predicted a prosperous year for the printing and supply industry.

A feature of the evening was a tribute to Benjamin Franklin in observance of the bi-centennial anniversary of his entry into the printing business. The tribute was delivered by Earl H. Emmons of THE AMERICAN PRINTER, who sketched briefly Franklin's life and activities, especially those activities concerned with the printing supply field. Horace G. Marks who was present as a guest of the club was called upon and gave a brief, but most brilliant and entertaining talk.

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### Golfers Fill Up on Beefsteak

The annual beefsteak dinner and celebration of the Printing Trades Golf Association will be held the evening of January 23 at the Republican Club. Indications are that the affair will be well attended and most enjoyable from start to finish. A feature of the occasion will be a tribute to the memory of Benjamin Franklin in observance of the two hundredth anniversary of his entry into the printing industry.

## Toronto, Ont.

W. J. Taylor, publisher of the *Woodstock Sentinel Review* and *Rod and Gun* in Canada, and head of the Sentinel Review Job Printing plant, has purchased the Chatham *Daily News* and job plant, and the *Weekly Banner News*, from A. C. Woodward.

A new agreement covering the period from January 1, 1923 to September 30, 1925, has been entered into between the publishers of the Ottawa newspapers and their printing staffs. The new agreement calls for a weekly wage of \$41 for members of the day staff and \$43.50 for the night staff. This is an advance of \$3 over the previous wages.

The Toronto Typographical Union will not permit apprentices to be stricken from the strike payrolls, as was ordered by the Indianapolis headquarters of the union, but, by an assessment upon local members, will carry them on the rolls for a period of three months, hoping to secure positions for them before spring. The stand was taken that after these boys had spent much time at the Technical School and under competent journeymen, since the strike, in learning their trade, it would be unfair to remove them.

"A New Year's Resolution for all Typothetae Members" was the title of a very attractive New Year's card sent out by A. L. Lewis, of the Southam Press, Toronto, to the members of the Toronto Typothetae and the printing trade generally. The resolution read: "To render service unhesitatingly whenever called upon—to realize that by helping others in our craft we are helping ourselves—and to make the dollar's worth of printing we sell worth double that to the customer who buys it."

## Eastern News

### Big Graphic Arts Party Planned

On Wednesday evening, February 14, the Manufacturers' Club, of Philadelphia, will be the scene of a banquet and meeting to be known as "Graphic Arts Night." The plans for this unusual affair are now being perfected by the Typothetæ of Philadelphia and the Paper Trade Association of the same city. Everybody connected with the Graphic Arts in the Philadelphia district will be invited to come, including not only printers and paper merchants, but also electrotypers, engravers, artists, bookbinders, paper rulers, stationers, newspaper men and lithographers.

From present indications, this will be the largest and most successful "Graphic Arts Night" ever held in the Quaker City. The principal speakers will be J. Linton Engle, president of the U. T. A.; Dr. Norwood, the noted divine of Overbrook, and Dr. E. J. Cattell, the internationally known "booster" of the city of Philadelphia. There will be a dinner, followed by a special vaudeville show, a musical concert and other entertainment. Many surprises have been promised to those who come.

All arrangements for this big party are in the hands of William T. Innes and William Sharpless, of the Typothetæ, and George W. Ward, of the Paper Trade Association. Reservations should be made early, as an exceptionally large crowd is expected.

\* \* \*

### Christmas Celebration in Albany

The Christmas party of the Capital District Typothetæ was a great success regardless of the severe weather of the evening. The party was held at Wolfert's Roost and was attended by nearly two hundred printers with their wives, friends and guests. It was a most enjoyable occasion, there having been provided a great number of special entertainment and amusement features, and it was decided that this affair would hereafter be an annual event largely for the purpose of bringing out the ladies and letting them see what the organization really could do.

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### Gannett Addresses Albany Printers

The Capital District Typothetæ will hold its regular monthly meeting the evening of January 23, the speakers to be Frank E. Gannett of Rochester, president of the New York State Publishers Association. The executive committee of the association held a joint meeting the same day in Albany with the executive committee of the Second District Typothetæ Federation, with the result that the evening meeting was attended largely by visiting printers and publishers from all over the State.

## Eastern Notes

Among new members of the Typothetæ of Philadelphia are: Ye Olde Town Print, Lyon Brothers, S. A. Wilson Company and Levy Brothers Company.

\*

W. A. Clark, formerly secretary of the Interstate Typothetæ, of Erie, Pa., is now associated with R. D. Edwards, cost accountant, at the headquarters of the Typothetæ of Philadelphia.

The Industrial Relations Committee of the Typothetæ of Washington is preparing to arbitrate the wage scales of the Columbia Typographical Union and the Washington Press Feeders' and Assistants' Union.

\*

In honor of the twenty-fifth anniversary of his business, Edward S. Paret, well-known Philadelphia printer, was recently given a dinner at the Bourse Restaurant by a number of his friends in the trade.

\*

The Printing Trade School of the Typothetæ of Philadelphia, located at 1711 Vine Street, is now operating a battery of eight linotype machines, and a large class of students is receiving instruction, working eight hours every day.

\*

On December 8, about sixty members of the Typothetæ of Philadelphia, gathered at Boothby's Restaurant to enjoy a luncheon given in honor of President Engle, Treasurer Gage and Secretary Miller of the U. T. A. Short, but interesting addresses were given by Messrs. Engle, Gage and Miller.



*Attractive home of Poor Richard Club in Philadelphia*

On December 22—his birthday—William T. Innes, president of the Typothetæ of Philadelphia, received a unique gift. It was in the form of a handsome, leather-bound album in which were mounted more than 200 birthday greeting cards from members of the Typothetæ. The presentation speeches were made by Edward S. Paret and William Sharpless.

\*

The United Lutheran Publication House of Philadelphia is having a large new building erected at the southeast corner of Thirteenth and Spruce streets. Upon the completion of the building the society will install a great deal of new mechanical equipment, including cylinder presses, platen presses, composing machines and steel equipment for the composing departments. It will be one of the largest publishing houses of its class in the East.

\*

The Globe Ticket Company, of Philadelphia, is having a large new building erected alongside of its present building on North Twelfth Street. The new structure, which will be much larger than the one adjoining it, will be at 112 to 122 North Twelfth Street, and will extend to 1210, 1212 and 1214 Cherry Street. After this building has been completed, the Globe Ticket Company will greatly enlarge its printing plant, which already is one of the largest of its kind in America, and many thousands of dollars worth of new mechanical equipment will be installed.

A printing establishment has just been opened in Washington at 810 Rhode Island Avenue, N. E., and an occupancy permit granted for the publishing of *Capper's Weekly* at this location. This will mark the commencement of a Washington venture by Senator Arthur Capper, who proposes to issue an eastern edition of his paper from this city, the printing and postal facilities of the District being considered propitious for this purpose. The Senator already has a number of publications for which he is sponsor, and a predilection for type and printers' ink which is deep-rooted and in-eradicable.

\*

A suprise party in commemoration of their golden wedding anniversary was enjoyed by Mr. and Mrs. Charles A. Williams recently. Mr. Williams rounded out more than a half century of service as a printer at the Government Printing Office and was retired some little time ago from the active service of the Government. He was born in Philadelphia but came to Washington to enter the employ of the G. P. O. in 1869, and remained in that plant for fifty-one years. The surprise party was held for the aged couple on Christmas eve, which commemorated the great event in their lives, a Christmas eve, fifty years ago.

\*

As a means of strengthening the work of the Washington Typothetæ and of bringing all the executives into closer cooperative relationship, every effort is being made to have the members talk over their differences and misunderstandings with each other. Starting with the New Year, B. F. Durr, secretary of the local Typothetæ, has sent to each member of the organization a neat booklet containing the addresses and the telephone numbers of every fellow member, with the suggestion that the members use these telephone numbers in getting into touch as soon as possible with any other member with whom there is any difference of opinion or grievance.

\*

Two new basement printshops were opened in Washington during December. Francis R. Hughes has opened one of these establishments at 716 Fourteenth Street, in the center of the business district. He has been actively engaged in the printing business for a period of thirteen years, was a member of the Washington Typothetæ, and was formerly located on New York Avenue, in which location he recently terminated his lease. The other printshop recently opened is that of J. C. Mulford, who has secured the basement of 2804 Fourteenth Street, in the Savoy, which is well located in the not-overcrowded Mount Pleasant section, and free from a certain amount of competition.

\*

The sound philosophy and fun provided at the first luncheon of the New Year, given by the Washington Typothetæ made of this occasion a banner one. No efforts were spared in furnishing attractive features for this luncheon which was held at the City Club January 2. Messrs. Harry J. Miller, S. Percy Oliver, and Oscar Fauth were appointed a committee to take charge of this affair, which has set the pace of good fellowship and fraternal feeling among the Washington printers for the year 1923. In many respects the entertainment was on the order of a Gridiron Banquet. The officers of the organization as well as the various committees and members were "gridironed," but did not succumb.

## Western News

The Winship Publishing Company of Chicago was sold by auction by the United States Government because of defaulted payment of income tax of 1920.

The W. F. Hall Printing Company, of Chicago, has purchased from S. T. Jacobs, president of the Central Type-setting & Electrotyping Company, his interest in the business.

The Paper Rulers' Association, of Chicago, have gone on strike because they were refused a five dollar a week raise in wages. W. N. Reddick, president of the International Brotherhood of Bookbinders, is trying to bring about a settlement.

T. E. Donnelley, president and chairman of the citizens' committee to enforce the Landis award, has given out the report on the situation in Chicago. Mr. Donnelley stated that 1923 would see the greatest returns in many years.

Number 11 of the monthly publication of the Columbus Typothetae is off the press. It is called *The House Organ* and has a number of interesting features for printers generally. One of the features is a full list of the membership of the Columbus Typothetae.

The Open Shop Employing Printers' Association, of Chicago, has announced that the school for apprentices would soon be enlarged. At a recent meeting all members of the association voted in favor of making the school big enough to help all men learning the trade.

Colorado state editors met in Denver January 19. Mayor Bailey and the Denver Civic and Commercial association entertained them at a banquet. Mayor Bailey asked President Bemis, of the editors, to select an orator from each cardinal point of the State, the orator to be one of the editors.

W. A. Meeks, secretary of the South Bend, Ind., division of the St. Joseph Valley Typothetae, recently was presented with a watch at the weekly meeting of the organization. Presentation was made by A. B. Dufenbach, president, and was in recognition of the excellent service Mr. Meeks has given as secretary.

Professor R. E. Heilman, Northwestern University, gave a lecture at a recent meeting of the Franklin Association. Mr. Heilman was an arbiter in the wage dispute during the latter part of 1921. He spoke on present business conditions. President Bazner presided at the meeting, which was held at King's restaurant.

Preparations are being made for the fortieth annual ball of the Old Time Printers' Association, of Chicago, to be held at the LaSalle Hotel, January 20, 1923. All the old timers will be on hand to bring back the experiences and memories of the old days. A big turnout is expected and committees are working to have everything in readiness.

The Omnigraph Company recently completed one of their rapid four-color rotary presses and sold it to a firm in Dayton, Ohio. The press is capable of print-

ing four colors on both sides of the paper at a speed of 20,000 per hour. The press cost more than \$12,000 to build. Several Des Moines printers are negotiating for a similar press to be installed here.

Trade among the various printing establishments of Columbus was slightly quiet over the holiday period. While most of the shops had some work ahead there were not as many orders booked during the fortnight as in some previous periods. Trade is along general lines mostly, with some catalog work scheduled. There is now a sufficient number of men for all of the shops.

The Columbus Typothetae is now started on the new plan which was marked by the change of the manager from Alvin Dunbar to R. Reid Vance. Mr. Vance was very busy for the first two weeks of the term getting things in working order and he is now getting the organization in good shape. The first meeting of the Typothetae for the New Year was on Monday evening, January 8.

A two-day sales conference of executives and salesmen of the Sunset Press, San Francisco, was brought to a close on December 30 with a banquet at the Commercial Club. Among those who addressed the meetings were Frank H. Abbott, Jr., president of Sunset Press; C. C. Cole, general counsel of the company; J. D. Allen, executive director of Sunset Organization Service, and Charles K. Field, editor of *Sunset Magazine*.

Advertising representatives of the Meredith Publications from all parts of the country gathered recently in Des Moines for a two-days' conference, which was presided over by E. T. Meredith. Among those in attendance were J. C. Billingslea, W. Roy Barnhill, A. B. Peck and Frank Bloomer, of Chicago; A. H. Billingslea, New York; O. G. Davies, Kansas City; A. D. McKinney, St. Louis; R. R. Ring and T. J. Connell, Minneapolis.

The Ben Franklin Club, of Salt Lake City, is no more and out of its ashes has emerged the Graphic Arts Association of Utah. The new organization is to be of service to the printers as a stimulator of business as well as a social club, and a very ambitious program is being put over which includes the sending of educational matter to buyers of printing that is calculated to make them desire the best. Earl Millham is acting as secretary.

Plans for the short course to be given under the joint auspices of the Wisconsin Press Association and the School of Journalism of the University of Wisconsin at Madison, have been completed. The course will be conducted February 1 to 3. Editors and publishers from all parts of the state will attend to hear lectures by authorities on different phases of newspaper management and operation. Job printing work will receive special treatment during the course.

"Our company did 70 per cent more business in 1922 than in 1921," said Frank Miller of the Commercial Free Press Company, of Racine, in speaking before the Rotary Club of that city. Business for the present year was also greatly in excess of the best figures for the most prosperous of normal years, he told fellow Rotarians. It is quite probable that the figures of Mr. Miller could

speak for many printers in Wisconsin in 1922 was a particularly good year for the printing industry.

The Kimberly-Clark Company, paper manufacturers of Neenah, Wis., is celebrating the fiftieth anniversary of the founding of the firm. The company is publishing a booklet containing a history of the firm and a detailed account of the growth and development of the paper industry. The company began with one small paper mill in Neenah, and now owns and operates mills in Neenah, Appleton, Kimberly, Niagara, Wis., and Niagara Falls, N. Y., and Kapuskasing, Ontario. Total assets of the company are now \$8,000,000.

Interesting, but impractical, is the term applied by Milwaukee printers to the announcement of a statistician that if useless silent letters were eliminated from our language, a saving of something like \$40,000,000 in the printing bill of the United States, could be effected. More practical and more necessary, local printers claim, would be the saving effected if all unnecessary stuff printed each year were never produced. The elimination of silent letters much discussed of late, is considered by most printers to be impossible of realization.

William H. Wiseman was presented with a beautiful floor lamp by Dante Pierce, publisher of the *Homestead*, at a dinner at the Des Moines club a few evenings ago. Mr. Pierce was host at the affair which was in recognition of eight years of continuous service on the part of Mr. Wiseman with the *Homestead*. Many intimate friends of Mr. Wiseman in his newspaper and farm journal work were guests. Short talks were made by Lafayette Young of the *Capital*, Harvey Ingham of the *Register*, Frank G. Morehead of the *Homestead* and "Billy" himself.

Governor-elect Friend W. Richardson was the guest of honor at the annual dinner held the last of the year by the Alameda County Typothetae, an event attended by more than one hundred printers and their guests, and was presented with a handsome membership card "in appreciation of his cooperation and assistance in gaining favorable recognition for the printing and publishing fraternity throughout the state." President George B. Goodhue presided and Max Horwinski acted as toastmaster. Governor-elect Richardson was one of the officers in the old Franklin Association of twenty years ago which started the work that is being carried on today by the Typothetae.

The fiftieth anniversary of the Schmidt Lithograph Company, San Francisco, was observed December 27 by the holding of open house at the plant at Second and Bryant streets, and by an entertainment for employees and members of their families at California Hall. The families of employees were invited to visit the plant in the morning between the hours of 9 and 11 o'clock, while customers and business friends were invited in the afternoon. Max Schmidt, president of the company, came to this country as a cabin boy on a sailing vessel and established himself in business as a lithographer in this city in a small way. Although in his seventy-third year he is still in active charge of the business. The plant that has been built up is one of the best equipped in the United States.



## THE "HAND-MADE" SPIRIT



WHEN all paper was made by hand Crane papers were made by hand. When paper-making machinery was invented the Crane Mills adopted it. Indeed, some of the early Cranes helped to invent it.

The Crane Mills is one of the few paper-making houses in this country which have had experience with both methods. It has been able to carry the spirit of hand-made paper into the age of machinery. Machinery gave the opportunity of applying on a large scale the careful thoroughness which is the quality we still associate with the words "hand-made." Today the Crane Mills make better paper with the aid of machinery than they did in the days of hand work because the spirit of the hand work is applied to the product of machinery.

*100% selected new rag stock*  
*121 years' experience*  
*Bank notes of 22 countries*  
*Paper money of 438,000,000 people*  
*Government bonds of 18 nations*

# Crane's

BUSINESS PAPERS

## Southern News

### New Orleans Typothetæ Incorporates

At the expiration of the old contract on December 31, the New Orleans Typothetæ ceased to exist and in its place was formed a new organization which is to be known as the New Orleans Typothetæ, Incorporated. The first meeting of the new association was held January 9, 1923, and at this time through an act of sale it purchased all assets of the New Orleans Typothetæ and assumed the liabilities of the organization it succeeded.

The main feature of the meeting, besides the adoption of the constitution and bylaws and the reading of the act of incorporation, was the election of officers to serve during the coming year. John T. Wentz, of the Crescent City Linotyping Company, Ltd., was elected president of the new organization; L. H. Baudean, of Petetin-Baudean, Inc., vice-president; J. B. Eaton, of Dameron-Pierson Company, Ltd., recording secretary, and Moise S. Steeg, of the Steeg Printing & Publishing Company, treasurer. Mr. Wentz was advanced from vice-president of the old association to president of the new, succeeding H. A. Thiberg, of the Thiberg Printing Company. Mr. Eaton and Mr. Steeg were reelected.

Many new features are being planned by the new association for the coming year, among which is the Printed Salesmanship Campaign of the American Writing Paper Company, which will be conducted as a full-fledged Typothetæ activity during 1923.

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### Nashville Printers Hold Election

The eleventh annual meeting of the Nashville Printers' Club was held at the Tulane Hotel recently, the chief business of the evening being the election of officers. The balloting resulted in Frank W. Washington of the Brandon Printing Company being elected president; W. E. Ward of the Baird-Ward Company, vice-president; Harry F. Ambrose of the Ambrose Printing Company, Roy F. Williams of the Williams Printing Company and Marshall Hotchkiss of the Marshall & Bruce Company, directors. E. P. Mickel remains as secretary of the association and was one of the speakers of the evening.

The session was presided over by J. B. Richardson of the Foster & Parkes Company and the speakers included Harry F. Ambrose, retiring president; Secretary Mickel, Jacques Back and Mr. Ward. A feature of the evening was the silent tribute to Charles H. Brandon, who for many years was dean of the printing industry in Nashville and whose death occurred a few months ago. Other features of the program included a musical recital, professional dancing and community singing.

The Standard Printing Company, of Louisville, on Saturday, December 23, presented each of its 250 employees with turkeys, cranberries and celery.

Roberts & Son of Birmingham, Ala., one of the South's largest and best known printing companies, observed its fiftieth anniversary during December. The company was originally formed in 1872 as Roberts & Duval.

The Kentucky Press Association held its mid-winter meeting at the Seelbach

Hotel in Louisville, January 12 and 13. Discussion of a memorial to the late Henry Watterson, of the *Courier*, came up at this meeting.

The Dickerson-Wright Printing Company formed in Atlanta some months ago, has asked permission to surrender its charter and is planning to discontinue business. It was originally formed as the Dickerson-Roberts Printing Company, and operated a large plant for a time. The period of business depression caused the company to discontinue.

The new printing plant of the Maryland State Penitentiary, began operations in December. William H. Creble is the superintendent, Samuel H. Ziegler, foreman of the composing room, and Mr. Homburg in charge of the press room. The plant is equipped with typesetting devices and will be able to handle a great variety of the work for the State.

The *Courier Journal and Louisville Times* recently announced some changes. Emanuel Levi, business manager, becoming vice-president; Brainard Platt, managing editor of the *Times*, becoming assistant to the vice-president, and Mr. Platt and Harrison Robertson, associate editor of the *Courier*, were added to the board of directors. Al Y. Aronson was made managing editor of the *Times*, succeeding Platt.

At the meeting of the Allied Printing Trades Council of Baltimore, the following officers were elected for the year 1923: President, Roscoe C. Shipley, photo-engravers; vice-president, Arthur L. Jackson, Typographical Union; recording secretary, Mary Conroy, bindery women; secretary-treasurer, Walter H. Mules, Typographical Union; sergeant-at-arms, August Close, German Typographical Union.

The Tinsley Clingman Engraving Company, of Louisville, which was put out of business for a few days when the *Courier Journal* Building burned, but which secured new quarters and started service within the week, had a very narrow escape when fire swept a part of the building, resulting in damage estimated at around \$100,000 or more to occupants of that building and two adjoining ones. However, most of the damage to the engraving plant was by water.

The *Baltimore American* and the *Evening News*, owned by Frank A. Munsey, have filed plans for a new building to be erected at the corner of Centre and Courtland streets, Baltimore. The cost of the building will be \$450,000. It is to be used exclusively by the newspapers. It will front 200 feet on Courtland Street and extend 96 feet. The building will be two and one-half stories high and will be of buff brick with limestone trimmings. The cellar will be used for the storage of paper, the first floor to be occupied by the press room and the circulation and stereotyping departments will also be on the first floor. Both editorial departments will occupy the second floor and the composing room will be on the third floor. Both papers are now occupying space in the Munsey Building. The location of the new home of the papers is close to all the railroad stations and will be a great saving of time in catching the mail. This section of the city will in the very near future be the principal business part of the downtown section.

## Trade News

### Paper House Holds Convention

A strong opinion that 1923 will be a banner business year was reflected in the sales convention of the Central Ohio Paper Company, held at the Columbus office and attended by fifty salesmen.

"Paper" and matters pertaining to it was the principal topic of discussion throughout the sessions and talks were made by a number of men prominent in the paper trade. These included R. W. Raybold, of Housatonic, Mass., president of the National Paper Trade Association; W. D. Rogers, of the S. D. Warren Company, of Boston; R. O. Harper and R. B. Rising, vice-president and secretary respectively, of the B. D. Rising Paper Company, of Housatonic, Mass.; A. M. Beimfohr, of the A. M. Collins Company of Philadelphia; L. E. Nash, of the Neekoosa-Edwards Paper Company, Port Edwards, Wis.; B. F. Franklin, vice-president of the Strathmore Paper Company, of Mittineague, Mass.; R. S. Wight and Mr. Calkins, of Crane & Company, Dalton, Mass., and James Wilson, of the Hoover-Allison Company, of Xenia. Local speakers included D. M. Drenan, of the American Type Founders Company; Harry Bucher, of the Bucher Engraving Company; William C. Gast, of the Pfeifer Show Print Company, and William Myers, of the Columbus Litho Company. Two Columbus salesmen—H. S. Bronson and George E. Wood, won first and second prize respectively for writing the best paper on salesmanship.

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### Changes in the Sinclair & Valentine Company

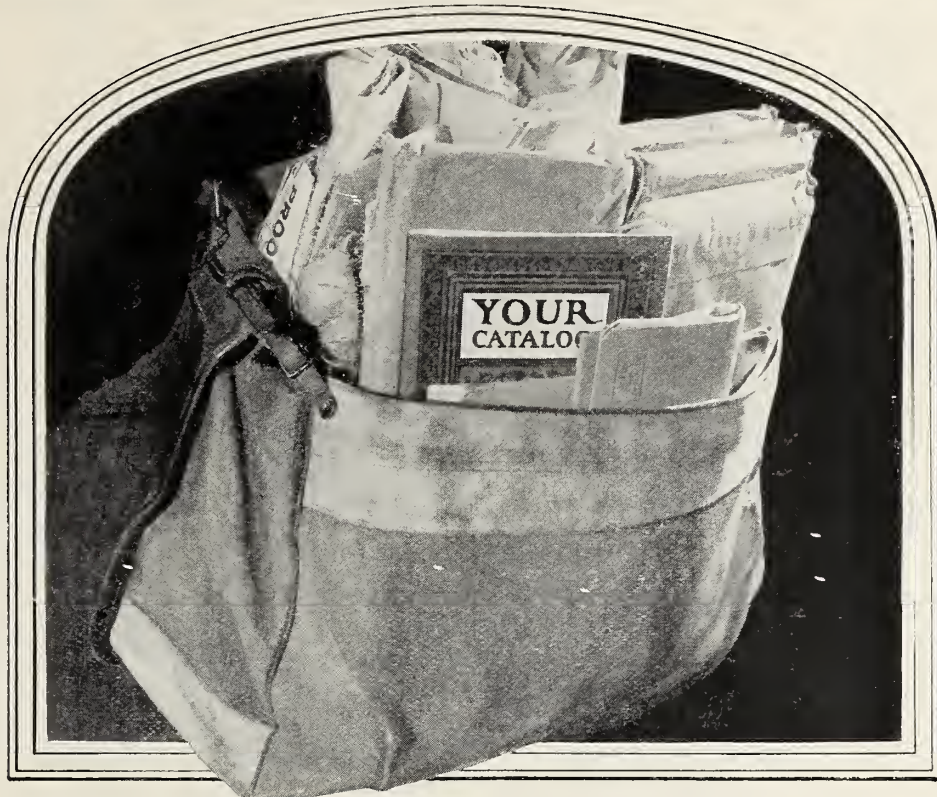
At the annual meeting of the Sinclair & Valentine Company of New York, January 10, Mrs. J. H. Sinclair was elected president and W. J. Witte, secretary; Miss Myra Valentine and F. J. Conover, vice-presidents, and J. S. Kline, treasurer and general manager. Mrs. Sinclair is the widow of Frank Macdonald Sinclair who with his brother Edmund E. Sinclair and Theo. S. Valentine founded the firm in 1890. Miss Valentine is Mr. Valentine's daughter. Frank Sinclair died in 1918 and Mr. Valentine in 1915.

Edmund E. Sinclair, who succeeded his brother as president, will no longer be actively connected with the concern. With John A. Carroll, who for many years was connected with the Sinclair & Valentine Company as its sales-manager, he will establish a new company to be known as the Sinclair & Carroll Company. They will manufacture and deal in printing and lithographic inks.

\* \* \*

### New Service Help Idea

The Mergenthaler Linotype Company is sending its friends a most useful book entitled "The Linotype Layout Kit." This consists of seventy-two loose sheets of type and border layout material in a manila portfolio and was designed to help the printer and buyer of printing by providing various combinations of border, units, ornaments and blocks of type so that a layout of a job may be made simply by the use of scissors and a pastepot. There are more than thirty borders shown and the sheets are in the most handy sizes, some being 8½ x 11 inches and others 11 x 14.



## Standing the Gaff

**Foldwell**  
TRADE MARK

IN PRINTING a catalog, consider not only the service you intend to give but the service that will be given by the *catalog* itself. If it is printed on Foldwell you can be absolutely certain that it will serve faithfully. Whether it go around the block or around the world you can depend upon it to stand the gaff of second class mailing. For Foldwell is a coated paper of *known* value whose worth and strength and ability to "come through clean" have been proven by practical tests.

Use Foldwell to make the next catalog you print an aristocrat of the mails—a job in which merit is so obvious that the layman will ask, "Who printed that?"

"FortyVital Messages" is a printed compilation of some of the amazing and romantic trips made by unprotected sheets of Foldwell during the famous Travel Test. You'll find this intensely interesting; send for your copy.

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1

FOR ALL KINDS OF FINE PRINTING

# ALL SIGNS

Indicate that 1923 will be a good year in the Printing Business. Anticipating your increased wants, we are carrying larger stocks of standard inks for every purpose, and are prepared to give you the best possible service in every branch of our business if you will

*Write, Wire, Phone, Call on "The Old Reliable"*

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| PHILADELPHIA, 1106 Vine St.    | CLEVELAND, 321 Frankfort Ave., N.W. | MONTREAL . . . 273 Craig St., W.   |
| BALTIMORE, 312 N. Holliday St. | NEW ORLEANS . . . 325 Gravier St.   | WINNIPEG . . . 173 McDermott Ave.  |

SAN FRANCISCO, Graphic Arts Ink Co., 240 Werdin Pl., Los Angeles  
ALBANY, BUFFALO AND OTHER CITIES  
FACTORIES: NEW YORK, CHICAGO, CANADA

Richie, of Philadelphia, has a new twenty-four hour Delivery Service on Paper Ruling.

A mail order Service that will appeal to printers in Pennsylvania, New Jersey, Delaware, Maryland, Virginia and other points.

So many out-of-town printers send us their Paper Ruling, that we have instituted a New Service that will absolutely solve your Paper Ruling problems. Send us your copy, specify stock to be used and other necessary information, and if your order is received in the morning, we will guarantee to ship complete job on the same day.

Richie Ruling is preferred because it is meticulously correct.

Try this new service—it is efficient and economical.

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*There is Paper Ruling  
and  
Paper Ruling*

### Advertisement:

**BENJAMIN FRANKLIN,  
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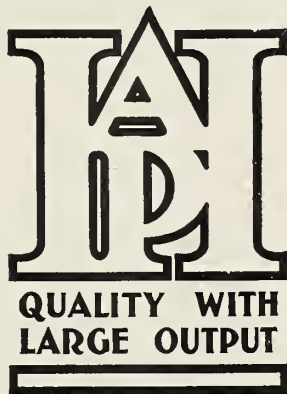
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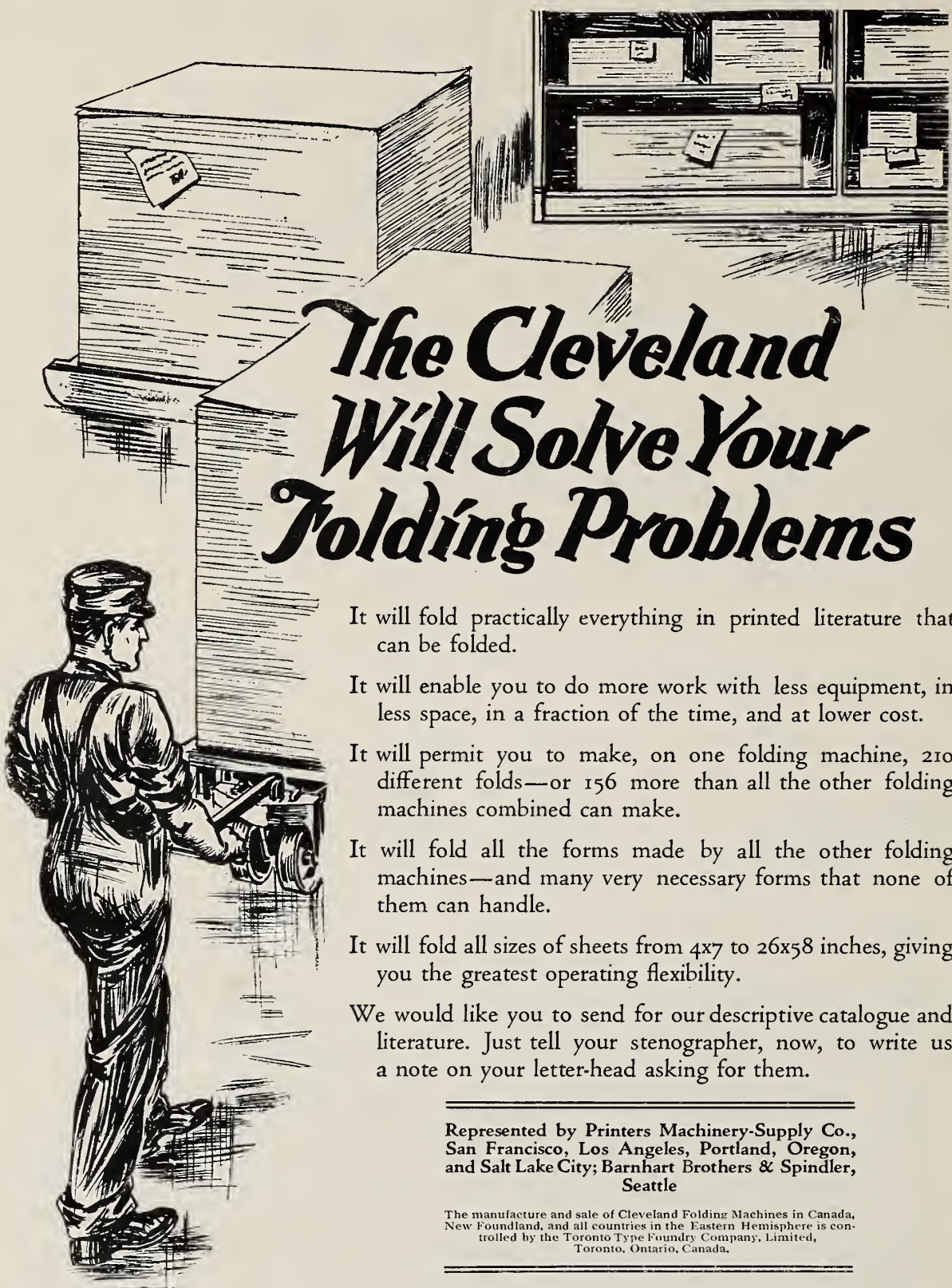
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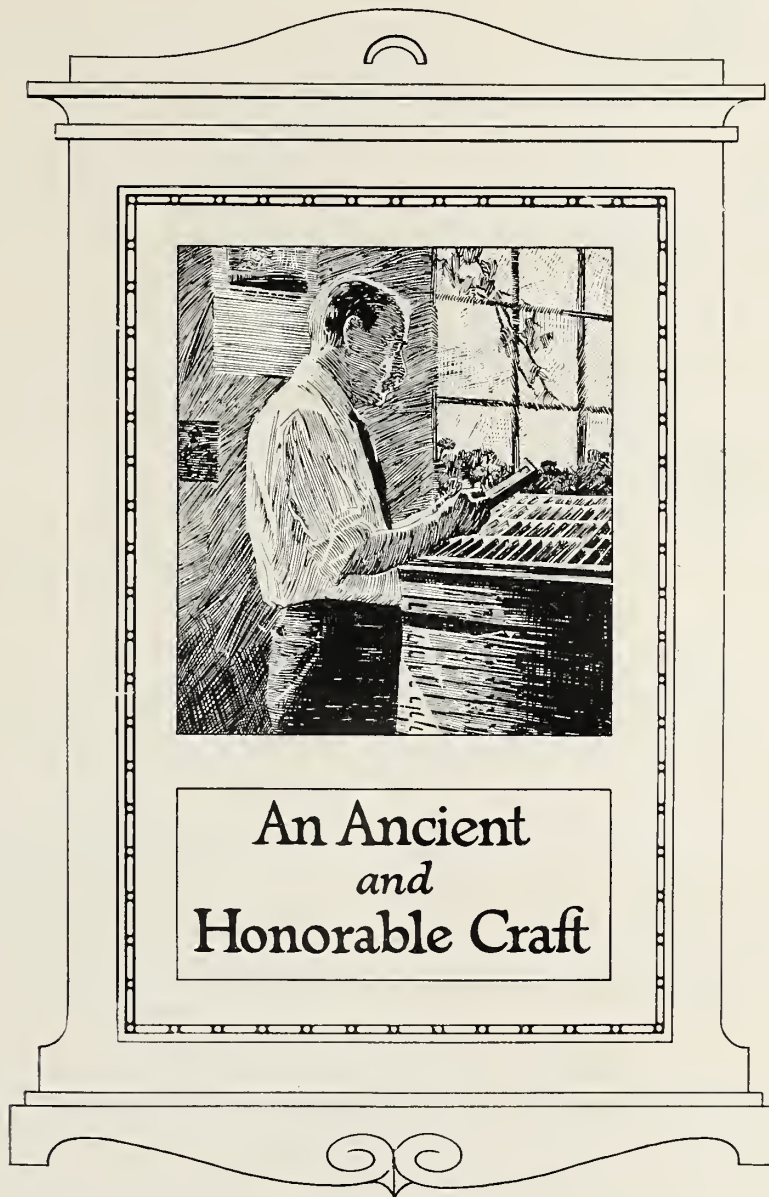
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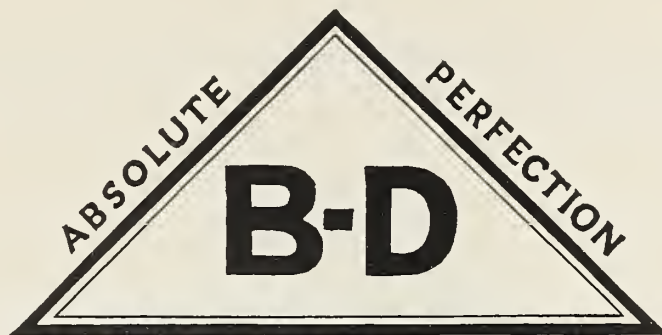
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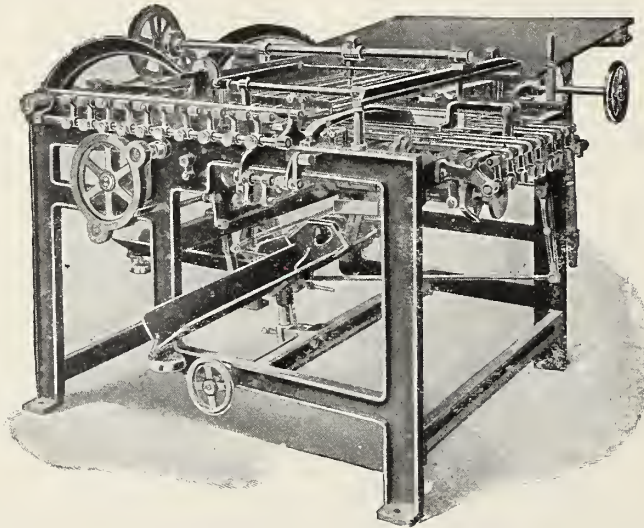


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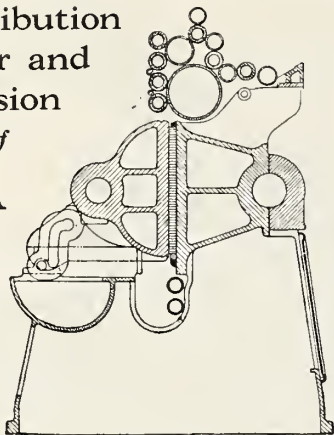
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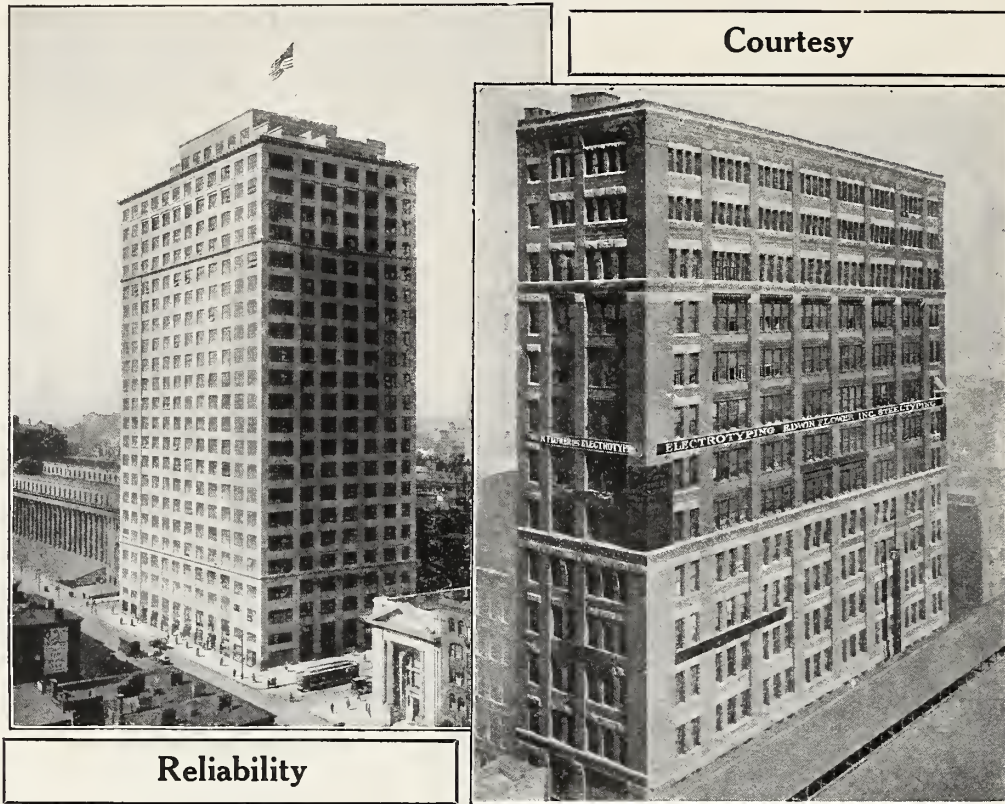
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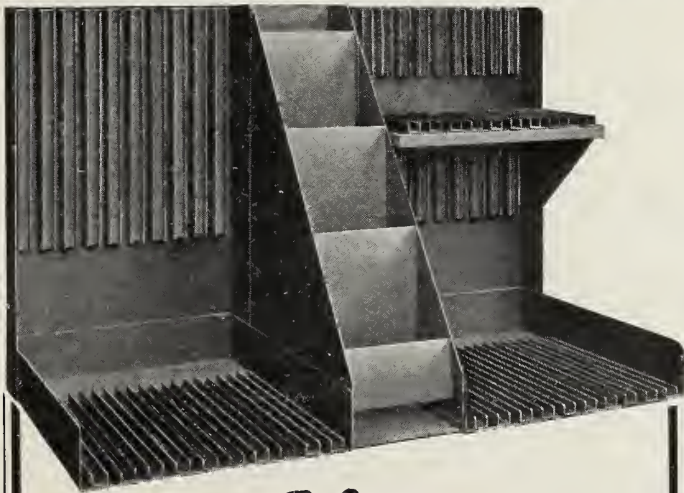
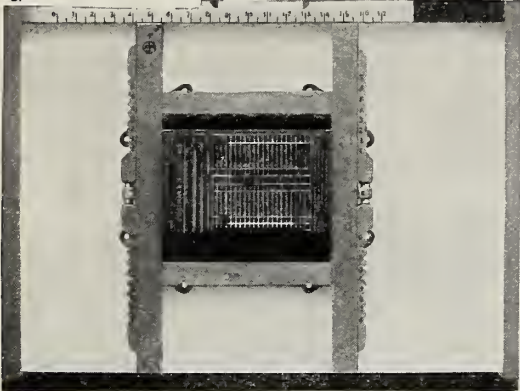
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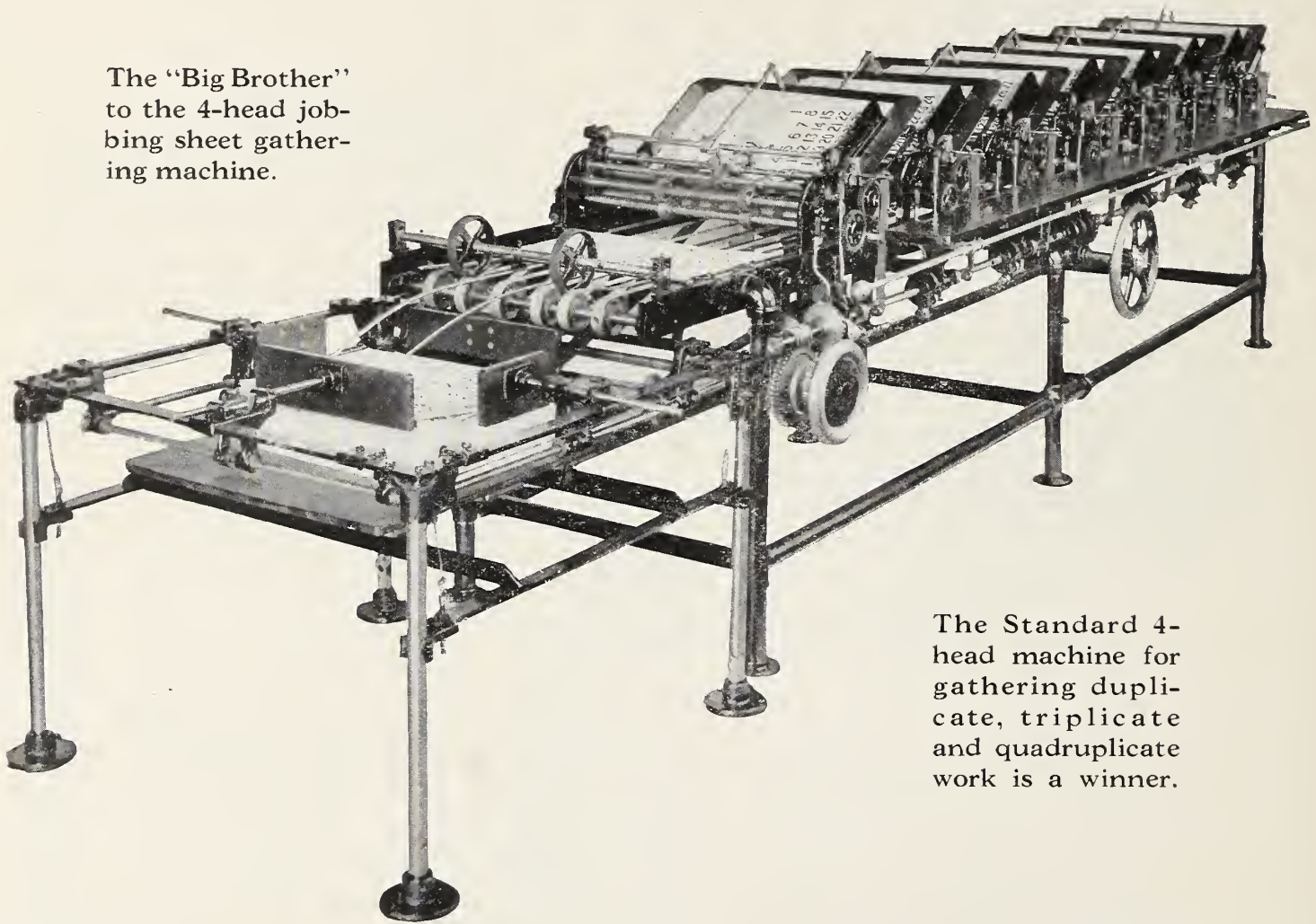
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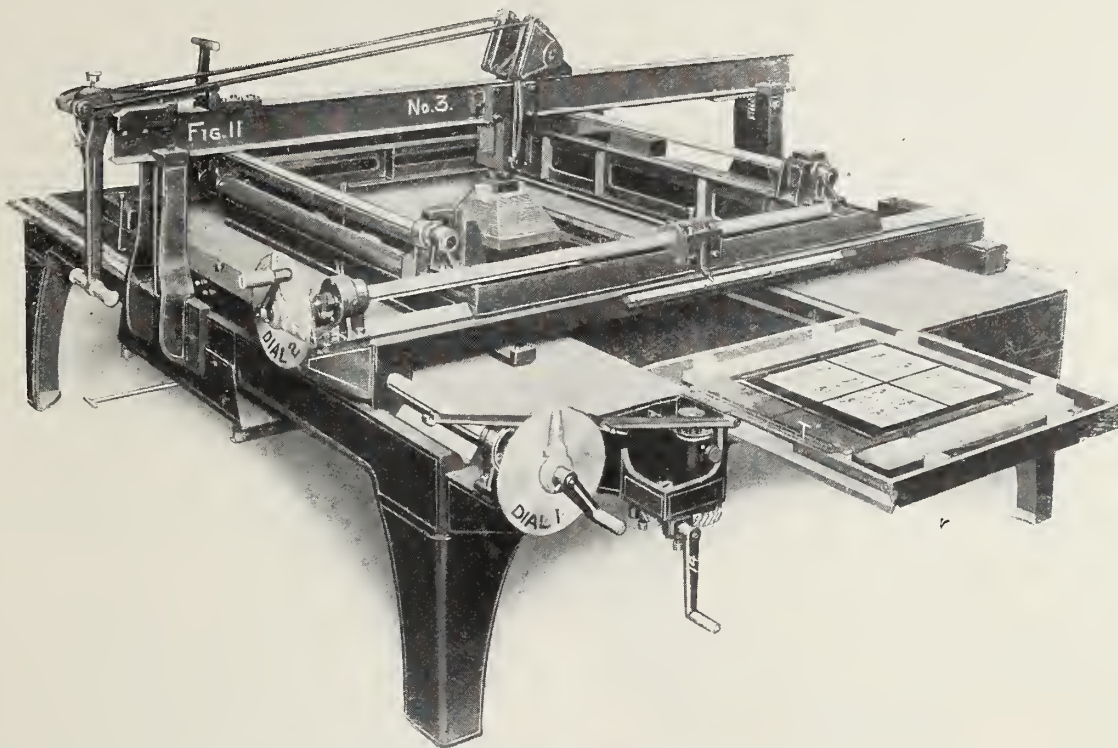
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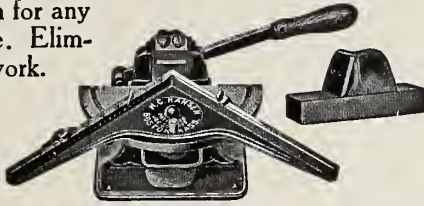
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## HANSEN'S SPECIAL LEAD AND RULE CUTTER

The Cutter with the Adjustable Shear Saves Time and Material

Price \$30.00

PATENTED



Cuts brass to 8-Point and lead slugs up to 12-Point without bend from base to face.

These two machines are printshop necessities. Write us for full details.

Manufactured Exclusively by

## The H. C. Hansen Type Foundry

Established 1872

190-192 Congress St., Boston, Mass. 535 Pearl St., New York

SET IN MEMBERS OF THE CRAFTSMAN FAMILY 6-PT. BRASS RULE NO. 666



MANUFACTURERS  
OF FINE PRINTING AND  
LITHOGRAPHIC

# I N K S

*If in trouble, phone, call  
or we will call upon you*

## CRAY-FINNE CO.

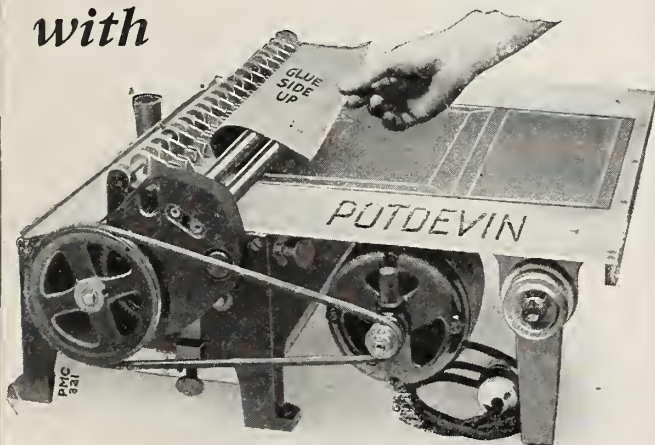
Incorporated

Telephone, Gramercy 6548

206 East 19th Street

New York

*Glue your book covers  
with*



## POTDEVIN Gluing Machines

12", 18" and 24" Wide

*Save Labor*

*Do Neat Work*

Vellum, buckram, cotton duck, keratol, fabrikoid, corduroy paper, cardboard, etc., are glued for short runs.

IDEAL for JOB BLANK BOOK COVER WORK

Adjustment unnecessary for different materials or size sheets. One machine supplies five workers with glued sheets for a variety of jobs.

*Send for circular, prices and names of users*

POTDEVIN MACHINE CO.

1233 38th STREET

BROOKLYN, N. Y.

PHONE, 5907 BERKSHIRE

## PHOTO-CHROMOTYPE ENGRAVING Co.

920 RACE ST.

PHILADELPHIA

Makers of

Printing Plates for many of the largest  
Advertisers, Publishers and Manufacturers  
in the United States.

COLOR PROCESS; BEN DAY  
HALFTONE & LINE PLATES

Write Us About Your Proposition

## Eagle Composing Stick



Send for circular describing the New Eagle Composing Stick, the Page Caliper and other Time-Saving Appliances

High Grade Line Gauges in Four Styles  
Try our T Square for Squaring Forms

The Eagle Engineering Company  
Springfield, Ohio, U. S. A.

# CLASSIFIED ADVERTISEMENTS

*A Semi-Monthly Service*

*Advertisements for insertions in this section will be charged for at the rate of 4 cents a word for help-wanted and situation-wanted advertisements; minimum charge 50 cents an insertion; other kinds will be charged for at the rate of 5 cents a word; minimum charge \$1.00 an insertion. No display. Cash must accompany copy. Packages of specimens of printing and other bulky matter will not be forwarded or returned unless the required amount of extra postage is prepaid.*

## DO YOU WANT A POSITION?

*Read the ads. that follow*

**TYPOGRAPHIC LAY-OUT MAN**, non-union, in plant doing high-grade catalog and advertising printing. Only a practical man who can set good display work will be considered. An excellent opportunity for one who understands all the detail necessary to produce well balanced display composition. Good plant (open shop) located in the Middle West. Give particulars and experience in first letter. Address F-50, care of THE AMERICAN PRINTER.

**WANTED: Foreman** for composing room. A practical man familiar with and able to produce good booklet and advertising composition in non-union, up-to-date plant located in Middle West, operating both linotype and monotype machines. Executive ability essential. A good position offering opportunity for advancement to the right man. Give references and write fully. Address F-60, care of THE AMERICAN PRINTER.

**PROOFREADER AND COMPOSITOR**: Thoroughly competent proofreader who is willing to spend part of his time on the case. Position in up-to-date shop, one of the largest in Canada, specializing in the highest class of job printing. Give full details as to experience, etc., in first letter. The Ronalds Press & Advertising Agency, Limited, Montreal, Canada.

**PRINTING SALESMAN WANTED**: Printing firm, one of the largest and most progressive in western Pennsylvania. Monotype and linotype equipped. Ruling and Book Binding Departments wants an outside man. Must be a real salesman with a record of performance in the printing business. Exceptional opportunity for the right man. Address the Derriek Publishing Company, Oil City, Pa.

**COMPOSING ROOM FOREMAN**—For medium sized plant doing all kinds of book and job printing. State experience and reference. Print Trades Association of Cincinnati, 306 Odd Fellows Temple, Cincinnati, Ohio.

**PROOFREADER**, practical, of education and ability is wanted by The Curtis Publishing Company, Philadelphia. Apply by letter only, addressed to the Employment Department, giving age, references and information as to qualifications and proofreading experience.

**JOB PRESS foreman** wanted for six presses. High-class work. Hobson Printing Company, Easton, Pa.

**PRINTING SALESMAN**, for one who has been in the game long enough to show a successful record, there is an opportunity to join a house of reputation in Cleveland. As a special representative you will have to handle big jobs, both locally and out of town. Unless you are a practical, seasoned seller of high grade printing and have proven it, it will not be worth applying; if you are, a real opportunity awaits you. Correspondence confidential. Address, F-95, care of THE AMERICAN PRINTER.

**COMPOSITOR** who can set up good display work and is accustomed to handle good booklet, catalog, and advertising printing. Good plant with an abundance of material. Located in Central West. Non-union. A good opportunity for advancement to the right man. Give full information. Address F-40, care of THE AMERICAN PRINTER.

**WANTED: MANAGER PRINTING DEPARTMENT**. Must be accurate estimator and salesman—know papers and competent on high-class work. Commercial, blank books, catalogs. Young man desiring to live South preferred. Give full details with references and photograph. Queen City Printing Company, Charlotte, N. C.

**WANTED: ESTIMATOR**, competent man to work in Estimating Department of large printing plant in western New York. Must be capable handling estimates on large edition, catalog and general job work. Give full details as to experience, references and salary expected in first letter. Address F-20, care of THE AMERICAN PRINTER.

**WANTED: FIRST-CLASS PHOTO-ENGRAVERS** and electrotypers, steady work, splendid working conditions and good wages. Factory located in best city of 150,000 population in Middle West, where living conditions are very desirable. Give all details of complete experience in reply. Address F-25, care of THE AMERICAN PRINTER

**FOREMAN**: We want a man who is a practical printer to take charge of the manufacturing of pin tickets and tags. We also operate Colts Armory presses on high-class four-color work. A first-class opening for a first-class man. Plant located in Waterbury, Conn. Address F-30, care of THE AMERICAN PRINTER.

## DO YOU WANT AN EMPLOYEE?

*Read the ads. that follow*

**COMPOSING ROOM FOREMANSHIP** desired by a high-grade practical printer. A craftsman of exceptional ability in laying out the most up-to-date typography. A trained executive with "spunk" and initiative, tactful in directing men, methodical and economical in producing fine printing. Excellent references. Age 37. Union. Address F-35, care of THE AMERICAN PRINTER.

**AM SEEKING POSITION** as superintendent or foreman of job printing plant. Thirty years' experience, twenty-two as executive. Am forty-eight years of age and thoroughly sober and reliable. Location immaterial. R. E. Hammond, R. F. D., No. 1, Willimantic, Conn.

## DO YOU WANT TO BUY OR SELL EQUIPMENT?

*Read the ads. that follow*

**FOR SALE**: Two Standard Automatics in first-class condition, 12x18 Miller, two 10x15 Miller Units, 10x15 C&P press rebuilt, 26x34 Babcock four roller cylinder, 14x22 Universal press, two typecasters. Frank Nossel, 38 Park Row, New York.

**FOR SALE**: One or two Hoe Magazine rotary presses, with extra color on one side of the web, running speed 7500 sheets per hour, both sides, 33x46 in.; plate cylinders spirally grooved, so that any size or shape of plate can be placed anywhere on the sheet; traveling tympan to take care of the offset; sheets fold up (not on press) into popular 8¼x11½ size, trimming to 8x11 in., fine machines, at less than half their value even as used machines. Refer to our No. 196. Baker Sales Company, 200 Fifth Avenue, New York City. (We have many other money-making machines "used but good." Let us know your needs.

**IF YOU CAN USE** a first-class country Babcock that will take 4 pages, 6 col. and in perfect condition, write or wire me at once, for someone will get a bargain in a dandy good press and other equipment. M. S. Cox, owner, Hamden, Ohio.

**FOR SALE**—Harris two-color Rotary Press, bed 29x42, sheet 28x40; has 220 volt D. C. motor, automatic feeder and art sheet delivery. Two 50-inch Seybold Automatic Power Paper Cutters; one a Dayton, the other a 20th Century. Three Sheridan auto power paper cutters, 50-inch New Model, 64-inch New Model and 70-inch New Idea. Conner, Fendler & Company, 96 Beekman Street, New York City.

**FOR SALE**: Printing plant; one of the finest up-to-date medium-size printing plants in the city is offered for sale. Cylinders, Kellys, jobbers, folding machine, stitchers, cutter and all steel cut cost composing room. A splendid opportunity for one or two men to secure a money-making printing plant. Will be sold upon reasonable terms to reliable parties. Address F-10, care of THE AMERICAN PRINTER.

**FOR SALE**—Printing machinery, two revolution, and drum cylinder presses, paper cutters, Gordons, stitchers, punchers, folders, proof presses, etc., new and overhauled. Quick delivery. We buy and sell printing outfits, machinery, composing room equipment. Wanner Machinery Company, 716 South Dearborn Street, Chicago, Ill.

**PREMIER REGISTER AND LINE-UP TABLE**, almost new, will sell at a reasonable price. Gibbs Press, Inc., 241 West Thirty-seventh Street, New York City. Fitzroy 1346.

**FOR SALE**: No. 1 Miehle press with electrical equipment in fine condition, practically as good as new. Price reasonable. Address F-5, care of THE AMERICAN PRINTER.

**FOR SALE:** Huber Two-Color Printing Press; type size 40 $\frac{1}{2}$ x66 in. Has both printed side-up and printed-side-down deliveries. This press has been in use in one of the highest grade plants in the East, and is being replaced with a larger machine. Address F-100, care of THE AMERICAN PRINTER.

**FOR SALE**—14x22 Laurette and Colt's Style 5, 13x19 and 14x22 galley presses. Wanner Machinery Company, 716 South Dearborn Street, Chicago, Ill.

**PAPER CUTTER**—25 or 30 in. Good condition. Reasonable. Horace T. Nichols, St. Clairsville, Ohio.

### OTHER OFFERS OF INTEREST

*Read the ads. that follow*

**LINE-UP REGISTER GAGE:** Registers both black and color forms, accurately, quickly, operating on the point system. Strong, light and very easy to handle. Inventor desires individual, or firm to take hold of this great labor-saver. Simplifies form makeup. Device is a taker for printers. Anyone, or member of a firm who reads this ad can judge, if he is progressive, that eventually all printing firms will adopt this modern method of lining up all forms. Have model, patterns, etc. ready to manufacture. It's up to the one who has foresight to see the possibilities of this great labor saver. Joseph C. Dittrich, 356 Weirfield Street, Brooklyn, New York.

**ACME DRY PROCESS STEREOTYPING**—This is a new process for fine job and book work; matrices molded in a job press on special matrix boards; plates sharp as electros. **COLD SIMPLEX STEREOTYPING**—A brush-molding process; quick and inexpensive. Note this: Matrices made by either process are deep enough for rubber stamp work. **LINE CUTS** cast from drawings on Kalk Type Board. Send stamps for literature. Henry Kahrs, 240 East 33rd Street, New York.

**INTERTYPE-LINOTYPE** instruction. Learn to operate Milo Bennett's way. Keyboard and lessons for home study or six weeks at practical school at Toledo at trifling cost. We sell Sinclair's Book on mechanism of intertypes and linotypes. Wherever machines are in use, Bennett's system, in conjunction with Sinclair's book, saves hundreds of dollars. Every man connected with Bennett's School is a world-beater. Write for literature of almost unbelievable results obtained through study of Bennett's system. Address Milo Bennett's Intertype School, Toledo, Ohio.

**PRINTING BUYERS:** Brokers, salesmen, advertising concerns who desire artistic typography and superior presswork at low cost with quick delivery, cylinders, jobbers, automatics. Address 300 West 126th Street, Telephone 8827 Morningside.

**LINOTYPE INSTRUCTION**—21 Mergenthalers. Day, evening courses. Opportunity of a lifetime. Every advantage. Call or write, Empire Mergenthaler Linotype School, 133 East 16th Street, New York.

**THE PRINTER'S PAPER COST FINDER**, just published, gives cost of practically any number of sheets of paper, any weight per ream, any price per pound, almost instantly. No multiplying. Highly commended by purchasers. Postpaid, \$10. \$15 after February 1. Circular and sample sheets on request. Fitch Bros., Central City, Neb.

**OLD TYPE WANTED**  
Empire Type Foundry, Delevan, N. Y. Manufacturers of Wood Type, Metal Type and Brass Rule.

**MR. PRINTER**—Send TAG inquiries and orders to the Denney Tag Company, Inc., West Chester, Pa., for quick service. Anything in blank or printed regular or special tags at lowest trade prices.

**EXPERIENCED RULER**, forwarder, finisher and loose-leaf work open for position. Working foreman, 10 years. Pennsylvania preferred. Address F-15, care of THE AMERICAN PRINTER.

### FOR SALE Cottrell Rotary Magazine Press

Printing both sides of sheet from web, 3600 to 4000 per hour, delivering unfolded sheets 37 x 49 $\frac{3}{4}$  in., which will fold to 32 pp. 9 x 12, or 64 pp. 6 x 9 in. A fine machine, capable of turning out the highest grade of rotary magazine work. Complete with motors and full equipment at less than one-third its price new. Full details and photo on request. Mention our No. 344.

**BAKER SALES COMPANY**  
200 Fifth Ave. New York City  
*We have many other fine machines for sale, "Used but Good." Send for our List No. 26.*

# Some of Our Practical Books

The Art and Practice of Typography  
\$10.00, plus 45 cents when mailed

The American Manual of Presswork  
\$5.00, plus 35 cents when mailed

Modern Book Composition  
\$2.50, plus 20 cents when mailed

Making Ready on Platen Presses  
\$1.00, plus 10 cents when mailed

Plain Printing Types  
\$2.50, plus 20 cents when mailed

Rotary Web Presswork  
\$1.00, plus 10 cents when mailed

The American Handbook of Printing  
\$2.50, plus 20 cents when mailed

Pocket Guide to Printing  
75 cents

Practical Printing  
\$2.00, plus 15 cents when mailed

Tabular Composition  
50 cents

Title Pages  
\$2.50, plus 20 cents when mailed

The Offset Process  
50 cents

Correct Composition  
\$2.50, plus 20 cents when mailed

Embossing  
50 cents

*Send for our catalog. There are other good books in it.*

Oswald Publishing Company, 239 West 39th St., New York

# F. A. RINGLER COMPANY

## ELECTROTYPERS AND PHOTO-ENGRAVERS

### LINE, HALF-TONE AND WAX ENGRAVING

MAIN PLANT  
40-42 PARK PLACE  
NEW YORK CITY  
TEL. BARCLAY 7141

UPTOWN PLANT  
207-217 W. 25<sup>TH</sup> ST.  
NEW YORK CITY  
TEL. CHELSEA 1186

LONG ISLAND PLANT  
32 THOMPSON AVE.  
LONG ISLAND CITY  
TEL. HUNTERS PT. 5950



*New Era*  
**Multi-Process Press**  
FOR  
Tags, Tickets, Labels,  
Cartons, etc.

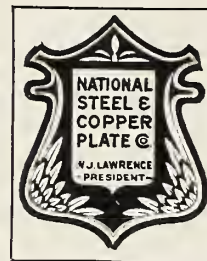
NEW ERA MFG. COMPANY, Inc.  
398 Straight St., Paterson, N. J.

**The STANDARD ENGRAVING CO. INC.**  
E. F. CHILTON, Pres.  
Wm. HUFFMAN, Treas.

PHOTO ENGRAVERS  
ELECTROTYPERS  
ILLUSTRATORS  
RETOUCHERS

225 WEST 39<sup>TH</sup> STREET, NEW YORK CITY

Everything for the Engraver



Polished Copper  
and Zinc  
Chemicals  
Sundries  
Equipment  
Etc., Etc.

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Chicago  
214 Taaffe Place  
Brooklyn  
212 E. Second St.  
Cincinnati  
1101 Locust Street  
St. Louis  
526 New Call Bldg.  
San Francisco

Factories  
Chicago and Brooklyn

# Hickok

AUTOMATIC PAPER  
FEEDERS  
RULING MACHINES  
AND PENS

The W. O. Hickok Mfg. Co., Harrisburg, Pa., U. S. A.

• KNICKERBOCKER ELECTROTYPE CO. •

Specialists in LEAD MOULD PLATES, flat or curved  
steel electrotypes of every description

Write us for particulars and prices

• 424-438 West Thirty-third Street New York City •



Ye Sign of Quality  
**INKS**

EAGLE PRINTING INK CO.  
New York Cincinnati Chicago



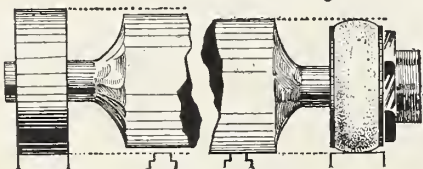
FOR GUMMED-PAPER  
SATISFACTION

See that either of these labels  
are on every package you buy.

McLAURIN-JONES CO., Brookfield, Mass.  
New York Cincinnati Chicago



You Can Save 50% by Using  
**MORGAN EXPANSION ROLLER TRUCKS**  
On Your Job Presses



An old, shrunken roller with regular steel truck—form must be underlied and even then the rollers will drag on the form.

The same roller lowered to exact type height with Morgan Trucks Rollers with trucks of same diameter will not slur.

Prices at your dealers:

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| 8x12 set of 6 C. & P. | \$ 7.70     |
| 10x15 " " 6 " "       | 7.70        |
| 12x18 " " 6 " "       | 8.80        |
| 14 1/2 x 22 " " 8 " " | 11.00       |
| 10x15 " " 6 Golding   | No. 7 7.70  |
| 12x18 " " 6 Golding   | No. 8 7.70  |
| 12x18 " " 8 Golding   | No. 18 8.80 |

They Expand—They Contract and Are Noiseless

The only practical device on the market for the equalization of roller diameters

MORGAN EXPANSION ROLLER TRUCK CO.

Ask your dealer or send direct. 1816 Whitely Ave., Los Angeles, Cal.

**Thomas W. Hall Company**

INCORPORATED



Printing and Lithographing  
Machinery

409 NINTH AVENUE

NEW YORK



The Original "Just Press a Button"

Controller for Electric Drives

Reverse, accelerate, decelerate, start, stop

**The Monitor System**

Monitor Controller Co.  
Baltimore

New York, Chic., Boston, Phila., St. Louis, Buffalo, Pitts., Detroit, Clev.

## EMBOSS BY ELECTRICITY

Make your presses up to date. Save money. We are changing whole plants from steam and gas to electricity. Any press can be changed.

DALTON-MARSH COMPANY, DANVERS, MASS.

Write for Detailed Information

## THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U. S. A.

Manufacturers of the Really Simple

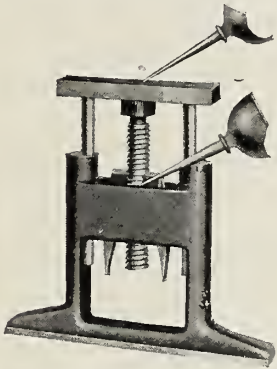
LINE-CASTING MACHINE

READ THE BUYERS' GUIDE, PAGES 124-125-126



A little guest at our house eagerly seized a toy which was given him. His mother: "What do you say, dear?" "I—want—it!" quickly and firmly said the little fellow.

**LIKEWISE:** the progressive printer, when he understands the merits of our Few-piece Form-Locking System, not only says, "I want it," but after using it, writes us a letter of appreciation.

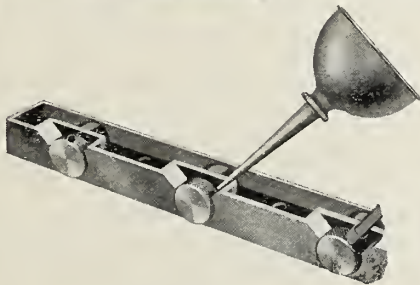


This system comprises

Job Locks and Lock - furniture— here shown — and our regular and enlarged iron furniture.

Send for our literature, especially our

"Letter to Stone Hands."



**MORGANS & WILCOX MFG. CO.**

Middletown, N. Y.

N. Y. OFFICE:

55 Ann Street

Tel. Beekman 4373

## FRANKLIN IMPRINTS

EVERY PRINTER WANTS TO OWN AT LEAST ONE SPECIMEN FROM THE PRESS OF THE GREATEST AMERICAN OF ALL TIME.



WE HAVE SPECIALIZED FOR MANY YEARS IN BOOKS PRINTED BY BENJAMIN FRANKLIN AND WE HAVE IN STOCK AT PRESENT A NUMBER OF VERY DESIRABLE ITEMS.



A COMPLETE LIST, WITH PRICES, WILL BE SENT ON REQUEST.

**WILLIAM J. CAMPBELL**

223 SOUTH SYDENHAM STREET

Established 1850

PHILADELPHIA

## SERVICE

"I had six honest, serving men;  
(They taught me all I knew):  
Their names are *WHAT* and *WHY* and *WHEN*,  
and *HOW* and *WHERE* and *WHO*." (Kipling)

*WHAT* was the Declaration of London?  
*WHY* does the date for Easter vary?  
*WHEN* was the great pyramid of Cheops built?  
*HOW* can you distinguish a malarial mosquito?  
*WHERE* is Canberra? Zeebrugge?  
*WHO* was the Millboy of the Slashes?

Are these "six men" serving you too? Give them an opportunity by placing

## WEBSTER'S NEW INTERNATIONAL DICTIONARY

in your home, office, school, club, shop, library. This "Supreme Authority" in all knowledge offers service, immediate, constant, lasting, trustworthy. Answers all kinds of questions. A century of developing, enlarging, and perfecting under exacting care and highest scholarship insures accuracy, completeness, compactness, authority.

The name Merriam on Webster's Dictionaries has a like significance to that of the government's mark on a coin. The NEW INTERNATIONAL is the final authority for the Supreme Courts and the Government Printing Office at Washington.

Write for a sample page of the *New Words*, specimen of Regular and India Papers, also booklet "You are the Jury," prices, etc. To those naming AMERICAN PRINTER we will send free a set of Pocket Maps.

G. & C. MERRIAM COMPANY

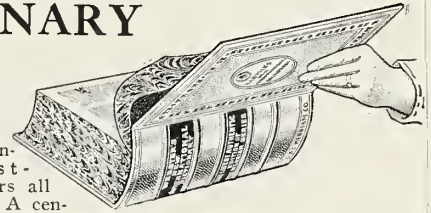
Springfield, Mass., U. S. A.

Established 1831

Name.....

Address.....

AM P.



## A GAS SAVER for Type Casting Machines



TEN DAYS' FREE TRIAL

Lights gas under the metal pot automatically.

Set it for any desired hour.

It saves you gas.

It saves you "lighting up" wages.

It will pay for itself in 8 months' time.

It saves you hours of worrying about starting time.

Statistics show that the average amount of gas wasted in a year by each type casting machine is \$78.47.

### The "EVER READY" AUTOMATIC GAS LIGHTER

Saves this Money for its Users  
They have been used successfully for past five years and have proved their worth

THE AUTOMATIC GAS LIGHTER CO.  
LOCK BOX 15 BERLIN, WIS.

Send for descriptive literature with illustrations



# The Buyers' Guide



A comprehensive list of dealers in machinery and materials for printers, publishers, bookbinders, lithographers, engravers and electrotypers. Two lines, one year, \$14. Each additional line, \$6

## ACCOUNTING AND AUDITING

Kromberg & Lustgarten, Certified Public Accountants, 1819 Broadway, New York, N. Y.  
9 Grand Street, Waterbury, Conn.

Specializing in accounting for the printing and allied trades. We have a competent staff for the handling of Cost System installations and Income Tax Matters.

## ADVERTISING STICKERS

St. Louis Sticker Co., 1627 Washington Ave., St. Louis, Mo. Send for catalog and trade discount.

## ARTISTS

O. W. Jaquish, Jr., 29 W. 47th St., N. Y. Designer of fine books, catalogs, etc.

## ASSEMBLING MACHINES

American Assembling Machine Co., World Bldg., New York.

## BALING PRESSES

American Type Founders Co.—See "Type Founders."

## BIRD'S-EYE VIEWS

From sketches, plans or photos. Go anywhere. James Francis Tobin, 5033 Cedar Avenue, Philadelphia, Pa.

## BLANKS FOR BONDS AND STOCK CERTIFICATES

Kihn Bros., 205-209 W. 19th St., New York.  
A. B. King Co., 45 Warren St., New York.

**BLOTTERS, LITHO HEADS, LANDSCAPES**  
The Heany-Bryson Co., Inc., Pittsburgh, Pa. Sample set 125 stock subjects, \$1.00 postpaid.

## BLOTTING PAPER MANUFACTURERS

Standard Paper Mfg. Co., Richmond, Va.

## BONDS

Byron-Weston Co., Dalton, Mass.—Defiance Bond."

## BOND PAPER MANUFACTURERS

Hammermill Paper Co., Erie, Pa.  
Hampshire Paper Co., South Hadley Falls, Mass.  
Howard Paper Company, Urbana, Ohio.  
B. D. Rising Paper Co., Housatonic, Mass.

## BOOKBINDING

Baylis Bindery, Eugene C. Lewis Company, Printing-Crafts Building, Eighth Ave., 33d to 34th Sts., N. Y. Efficient Service in the production of Fine Binding and Job Work. Complete handling of Edition Binding in Leather and Cloth. Extra Binding. Catalog and Pamphlet Work.

Harmon & Irwin, Inc., 395 Lafayette St. and 21 & 23 E. 4th St., N. Y. Edition Binders, Leather and Cloth. High-grade catalogs and pamphlets.  
Murphy-Parker Co., 701-709 Arch St., Philadelphia. Edition book-binders, cloth, leather, catalogs. Efficient service. Estimates cheerfully furnished.  
Union Bindery (S. W. McDonnal). Phone Greeley 1972. Pamphlet binding. 448 W. 37th St., N. Y.

## BOOKBINDERS' MACHINERY

Hoffmann Type & Eng. Co., 114 East 13th St., N. Y. Large stock.

## BOOKBINDERS' STAMPING AND CASE MAKING

Walcutt Brothers Company, 141 East 25th St., N. Y. Cloth and leather cases by Machine Stamping and Inking.

## BRASS TYPE FOUNDERS

American Type Founders Co.—See "Type Founders."  
Hoffmann Type & Eng. Co., 114 East 13th St., N. Y. Large stock.  
Missouri Brass Type Foundry Co., 22nd & Howard Sts., St. Louis, Mo.

## BUILDINGS FOR PRINTERS

Austin Co., Cleveland, Ohio.

## BUNDLING PRESSES

Dexter Folder Co., 28 W. 23rd St., New York.

## BURNERS

K. E. Garling, New York.

## CABINETS. STEEL UTILITY

David Lupton's Sons Co., Philadelphia, Pa.

## CALENDARS AND CALENDAR PADS

Webbush Calendar Importing Co., 354 Broadway, N. Y.

## CALENDAR PADS

The Sullivan Printing Works Company, 1064 Gilbert Ave., Cincinnati, O. Calendar Pads for 1923. Now ready for shipment. The best and cheapest on the market. Write for sample books and prices.

Superior Calendar Pad Co., 518-520 Brush St., Detroit, Mich. Pads superior in every detail. Send for samples and prices.

## CARBON PAPERS

Mittag & Volger, Inc., Park Ridge, N. J.

## CHALK ENGRAVING PLATES

Hoke Engraving Plate Co., 516 Walnut Street, St. Louis, Missouri.

## CHASE MANUFACTURERS

American Adjustable Chase Co., New York  
American Steel Chase Co., 122 Center St., N. Y. Chases, Galleys, General Printers' Supplies.  
Barnhart Bros. & Spindler, Electric-Welded Silver-Gloss Steel Chases—guaranteed forever. See "Type Founders."

## COLOR PLATES

Galvanotype Eng. Co., 424 W. 33rd St., New York. Most difficult subjects successfully treated. Trade work especially solicited.

## COMPOSING STICKS

Eagle Engineering Co., Springfield, Ohio.

## COUNTING MACHINES

American Type Founders Co.—See "Type Founders."

## COVER PAPER MANUFACTURERS

Carew Mfg. Co., South Hadley Falls, Mass.  
A. M. Collins Mfg. Co., Philadelphia, Pa.

## CYLINDER PRESSES

American Type Founders Co.—See "Type Founders."

Babcock Ptg. Press Mfg. Co., N. Y. and New London, Conn.

Barnhart Bros. & Spindler.—See "Type Founders." The Challenge Machinery Co., Grand Haven, Mich.

The Miehle Printing Press & Mfg. Co., Chicago, Premier & Potter Ptg. Press Co., Inc., Aeolian Hall, N. Y.

## CYLINDER PRESSES (REBUILT)

American Type Founders Co.—See "Type Founders."

## DESKS, STEEL FACTORY

David Lupton's Sons Co., Philadelphia, Pa.

## DICTIONARY

C. & G. Merriam Co., Springfield, Mass. Pub. "Webster's International Dictionary."

## DIES AND DIE CUTTING

Freedman Cut-Outs, Inc., 489-93 Broome St., New York.

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W. T. Barnum & Co., 118 Olive Street, New Haven, Conn. Lead molded, steel-faced, book and advertising plates:

Craske-Felt Co., 80 Lafayette St., New York.  
Eclipse Electrotype and Engraving Co., 2041 East Third St., Cleveland, Ohio.  
win Flower, Nos. 216-218 William Street, New York.

Globe Electrotype Co., New York.  
Knickerbocker Electrotype Co., 424 W. 33rd St., New York.

Lead Mould Electrotype Foundry, Inc., New York.  
Raisbeck Electrotype Co., 409 Pearl St., New York.  
F. A. Ringler Co., 40-45 Park Pl., 39-41 Barclay St.; uptown branch, 207-217 W. 25th St., New York  
Perfect electros by our Lead-Moulding Process.  
Royal Electrotype Co., Philadelphia, Pa.

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Cline Electric Mfg. Co., Fisher Bldg., Chicago, Ill.  
Kimble Electric Co., Chicago, Ill.

## ELECTRIC NEUTRALIZERS

United Printing Machinery Co., Boston, Mass.

## EMBOSSING DIES

Hoffman Type & Eng. Co., 114 East 13th St., N. Y. Large stock.  
C. Struppman & Co., 260 Hudson Ave., West Hoboken, N. J.

## EMBOSSING DIES AND STAMPS

Charles Wagenfohr Co., 140 W. Broadway, N. Y.

## EMBOSSING PLATES (ELECTRIC)

Dalton Marsh Co., Danvers, Mass. Electrically heated printers' and bookbinders' devices.

## EMBOSSING PRESS WIPING PAPER

Geo. W. Millar & Co., 284 Lafayette St., New York.

## EMBOSSING SPECIALTIES

Walcutt Brothers Company, 141 East 25th St., N. Y. Embossing and Steel Rule Cutting, Label and Fine Cover Printing.

## ENGRAVERS' METAL AND SUPPLIES

National Steel and Copper Plate Co., 542 So. Dearborn St., Chicago, Ill. 214 Taaffe Pl., Brooklyn, N. Y.

## ENGRAVERS—COPPER AND STEEL PLATE

American Embossing Co., Buffalo, N. Y.  
Bates-Jackson & Co., Buffalo, N. Y. Engraving Plate Printing and Embossing to the trade.

## FEEDING MACHINES

Dexter Folder Co., 28 W. 23rd St., New York.  
McCain Bros. Mfg. Co., 29 S. Clinton St., Chicago, Ill.

## FOLDING MACHINES

Brown Folding Machine Co., Erie, Pa.  
Chambers Bros. Co., 52nd and Media Sts., Phila.  
Cleveland Folding Machine Co., Cleveland, O.  
Dexter Folder Co., 28 W. 23rd St., New York.

## FOUNTAIN DIVIDERS

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## GATHERING MACHINES

Christensen Machine Co., Racine, Wisconsin.

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Japan Paper Co., 109 E. 31st St., New York.

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American Type Founders Co.—See "Type Founders."

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## JOB PRINTING PRESSES

American Type Founders Co.—See "Type Founders."

Chandler & Price Co., Cleveland, O.  
Golding Mfg. Co., Franklin, Mass.  
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## LABEL, VELLUMS, FABRICS AND LINAURA CLOTH

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If you don't see what you want in this guide write The American Printer Information Bureau

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**Peckham Machinery Co.**, 1328 B'way, New York City. Molds, half price; spacebands, \$1.00.

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 Standard Linaform Co., Boston, Mass.

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**Lutz & Sheinkman**, 2 Duane St., New York. Lithographers to the trade.

**LITHOGRAPHIC ROLLERS**  
**William Gay Dept. Bingham Brothers Co.**, 404 Pearl St., New York.

**LOOPING MACHINES**  
**Ward & McLean**, Lockport, N. Y. Looping Machines (Twine) for books, tags and Christmas Bells.

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**The Arco Manifold Co.**, 17-23 Rose St., N. Y. Manifold Books, Modern systems. Bills of lading.

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**MONOTYPE COMPOSITION**  
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**Triangle Monotype Composition Co., Inc.**, 137-139 East 25th St. Composition and Make-up.

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**Monitor Controller Co.**, Lombard and Frederick Sts., Baltimore, Md.

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**MOTOR DRIVES**  
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**American Type Founders Co.**—See "Type Founders."  
**Roberts Numbering Machine Co.**, Brooklyn, N. Y.

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**Harris Automatic Press Co.**, Cleveland, O.  
**Multiple Offset Machine Co.**, Baltimore, Md.

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**Mechanical Chalk Relief Overlay Process**, 61 Park Place, New York.

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**B. H. Bunn Co.** 7325-31 Vincennes Ave., Chicago, Ill.

**PADDING GLUE**  
**Robt. R. Burrage**, 13 Vandewater St., New York.

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**Hobbs Mfg. Co.**, Worcester, Mass. Branches, New York, Chicago, London.  
**Hoffman Type & Eng. Co.**, 114 East 13th St., N. Y. Large stock.

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**The Challenge Machinery Co.**, Grand Haven, Mich.  
**Chandler & Price Co.**, Carnegie Ave., Cleveland, O.  
**Golding Mfg. Co.**, Franklin, Mass.  
**Hoffman Type & Eng. Co.**, 114 East 13th St., N. Y. Large stock.  
**Seybold Machine Company**, Dayton, Ohio.

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**Milton Paper Co.**, 110-112 Greene St., New York. Tel. Spring 8937.

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**PHOTO-ENGRAVERS**  
**Alpha Photo-Engraving Co.**, Baltimore, Md. We work for the printing trade.  
**Bucher Engraving Co.**, Columbus, O.  
**The Colorplate Eng. Co.**, 311 West 43rd St., N. Y.  
**Eclipse Electrotype & Engraving Co.**, 2041 East Third St., Cleveland, Ohio.  
**Electro-Light Engraving Co.**, 409-413 Pearl St., New York. Color Work a Specialty.  
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**Kitab Eng. Co.**, N. Y.  
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**The Sterling Engraving Co.**, 200 William St., N. Y.  
**Universal Engraving Co.**, 88 Gold St., N. Y.  
**Walker Engraving Co.**, New York.

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**Miller Saw-Trimner Co.**, Pittsburgh, Pa.

**PLATE PRESS**  
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**PRESSES**  
**American Type Founders Co.**—See "Type Founders."  
**Kidder Press Co.**, Dover, N. H.  
**Meisel Press & Mfg. Co.**, Boston, Mass.

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**C. F. Anderson & Co.**, 710 So. Clark St., Chicago, Ill., Mrs. of High-speed Folding Machines and Bundling Presses.  
**Barnhart Bros. & Spindler**—See "Type Founders."  
**Golding Mfg. Co.**, Franklin, Mass.  
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**Bingham Brothers Co.**, 406 Pearl St., New York; 521 Cherry St., Philadelphia, Pa.; 89 Mortimer St., Rochester, N. Y.; 131 Colvin St., Baltimore, Md., Allied Concern; Bingham & Runge, East 12th St. and Power Ave., Cleveland, Ohio.  
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**O. J. Maigne Co.**, 358-360 Pearl St., New York and 202 South Hutchinson St., Philadelphia.  
**National Roller Company**, 307 Pearl St., New York.  
**J. H. Osgood Co.**, 57 Batterymarch St., Boston, Mass.  
**Wild & Stevens, Incorporated**, 5 Purchase St. corner High, Boston, 9 Mass.

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**Ault & Wiborg Company**, Cincinnati, Ohio.  
**Berger & Wirth, Inc.**, Brooklyn, N. Y.  
**Cray-Finne Co., Inc.**, 206 E. 19th St., New York  
**Eagle Printing Ink Co.**, 83 Grand St., New York.  
**J. M. Huber**, New York City.  
**Jay Printing Ink Co.**, 263 Water St., Brooklyn, N. Y.; Export Dept., 115 Broad St., N. Y.; Chicago 125 N. Wells St.  
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**American Type Founders Co.**—See "Type Founders."  
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# THE BUYERS' GUIDE

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 American Type Founders Co., original designs, greatest output, most complete selection. Send to nearest house for latest type specimens.  
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 Hamilton Mfg. Co., Two Rivers, Wis.

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 American Brass & Wood Type Co., 2448 Fulton St., Bklyn, N. Y.  
 Eastern Brass & Wood Type Co., 114 E. 13th St., New York. Large stock in all sizes.

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# Franklin found electricity—

*But could not apply it  
to his press*

The printers of today, however, receive the benefit of Benjamin Franklin's experiments with electricity and run their presses and other machinery by electric power. They simply press a button, which starts electric motors, and the press automatically accelerates up to the pre-set printing speed. At will it can be slowed up, reversed or brought to a full stop by simply pressing a button.

A wonderful improvement over the old days and made possible by the Cline Electric Manufacturing Company, who manufacture, market and install the Cline Westinghouse Universal Control System.

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You cannot go wrong in securing an installation backed by 20 years' experience in equipping machines, from the smallest wire stitcher to the largest newspaper press. The Cline-Westinghouse name is foremost in the minds of discerning printing machinery users throughout the country.



**Your Finger  
on the Spot**



**Secures  
Instantaneous  
Response**

Your pressman will know what it means to be able to stop, slow, inch, reverse or run by just pushing a button. Instantaneous response to the needs of his work, instant action according to his wishes, permits him to operate his press with the utmost efficiency, enables him to make ready, adjust rollers, register and wash up in the quickest possible time. Cuts down spoilage, prevents accidents by responding immediately to the push button control station located within arm's length of the feeder or the auxiliary station located within reach of the pressman as he watches the run.

The great savings in press time and the cutting of spoilage to the minimum should prompt you to get detailed information about a Cline Push Button Control System for your presses. We will be pleased to send you full particulars, specifications and prices on the type of installation your presses require. Write to our nearest office.

## CLINE ELECTRIC MFG. CO.

MAIN OFFICE  
FISHER BUILDING  
CHICAGO



EASTERN OFFICE  
MARBRIDGE BUILDING  
NEW YORK

# The American Printer

The Business Paper of the American Printing Industry

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JOHN CLYDE OSWALD, *President*

EDMUND G. GRESS, *Vice-President*

WILLIAM R. JOYCE, *Advertising Manager*

H. G. TICHENOR, *Special Representative*

Address all communications to the company

## Foreign agencies

GREAT BRITAIN—Raithby, Lawrence & Co., De Montfort Press, Leicester; 231 Strand, W. C., London.

FRANCE—La Typologie, 13 Rue Sainte Cecile, Paris.

ITALY—Il Risorgimento Grafico, via Tadino, 51, Milan.

SOUTH AFRICA—Evelyn Haddon & Co., Ltd., 98 Long Street, Cape Town.

NEW ZEALAND—Richard Hill, Matlock House, Devonport, Auckland, N. Z.

JAPAN—Maruzen Company, Ltd., 11, Nihonbashi Tori-Sanchome, Tokyo, Japan.

## Subscription rates

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made known on application. Through "The American Printer" advertisers can obtain contact with the buyers of printing supplies and equipment—shop owners, superintendents and foremen. It is a member of the Audit Bureau of Circulations, which is a guarantee of the accuracy of its circulation statements.

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appearing in the issue of the 20th should be in before the 10th. Copy to appear in the issue for the 5th should be in hand before the 25th of the month preceding date of publication. Copy for want advertisements must be accompanied by prepayment.

New York, January 20, 1923

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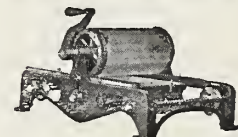
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